

CANADIAN
FARM IMPLEMENTS

1922

CANADIAN FARM IMPLEMENTS

VOL. XVIII., No. 1

WINNIPEG, CANADA, JANUARY, 1922

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00 Per Copy, 10 Cents)

An Advantage to Farmers

As the pioneer Bank in Western Canada, we are bankers for the United Grain Growers, the United Farmers of Alberta, the Saskatchewan Co-operative Elevator Company, and other similar institutions.

Consequently, individual farmers find it a distinct advantage to transact their business through this Bank.

UNION BANK OF CANADA

Head Office : : WINNIPEG

459

ANOTHER YEAR OF 50% SAVING ON FIRE INSURANCE PREMIUMS

The Board of Directors of the Guaranteeing Companies of the Canadian Hardware and Implement Underwriters have authorized a refund of 50% on Hardware and Implement Insurance for the year 1922. Those of you, therefore, who took advantage of our Policies for the year are assured of your Dividend for 1922.

This is the 15th consecutive year our Guaranteeing Companies have paid a 50% dividend. Why not place your Fire Insurance with us NOW?

ASSETS OVER \$4,000,000.00.

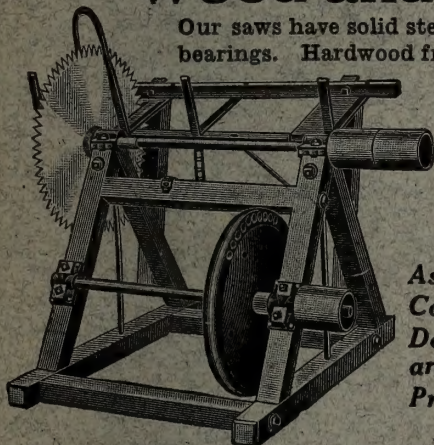
NET CASH SURPLUS OVER \$2,000,000.00.

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager.

802 Confederation Life Building, Winnipeg.

Watson's Hardwood Frame Wood and Pole Saws



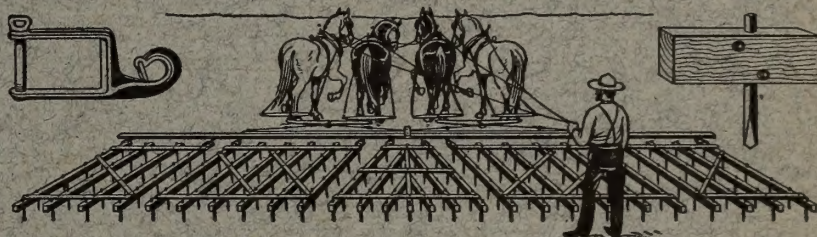
Our saws have solid steel shafts and high grade babbitted bearings. Hardwood frame is strongly built and rigidly braced. Heavy, solid balanced flywheel and three 5x6in. pulleys. Complete saw mandrels supplied separately if desired, also blades in all sizes. Lay in a stock now.

Ask for Complete Details and Prices

John Watson Mfg. Co.

311 CHAMBERS ST.,

WINNIPEG, MAN.



WATSON'S BOSS WOOD HARROWS

These Harrows are made of seasoned hardwood. Each tooth is securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design. Have exclusive features. Easy sellers. Sizes: 78 tooth, 14 feet; 102 tooth, 17 feet; 150 tooth, 24 feet; 174 tooth, 30 feet; 222 tooth, 38 feet. Size up your demand and send us your order.

MONITOR DRILL REPAIRS

We carry a full stock and can ship your requirements.

REDUCED PRICES

ON

Farmers Special Fanning Mills.

Rotary Automatic Grain Picklers.

Beaver Automatic Grain Picklers.

INDENTED CYLINDERS and ROTARY SCREENS are the fastest and most accurate machines for cleaning and grading grain of all kinds. These machines will make any possible separation.

GET THIS AGENCY.

IT WILL PAY YOU.

The House of Quality

We Ship Daily

Write for Latest Prices

Western Implements Limited

Cor. 6th & Scarth St.

Regina, Sask.

A NEW YEAR RESOLUTION

However much many people scoff at NEW YEAR Resolutions it is an undisputed fact that with the advent of the NEW YEAR almost everyone feels that they should RESOLVE to do, in the coming year, that which they have overlooked in the year just gone.

Riches are fleeting and investments are uncertain, therefore, we should RESOLVE upon a CERTAINTY that will ASSURE the support and safeguard of OUR DEAR ONES, which can only be ASSURED through LIFE INSURANCE.

The Great-West Life offers PROTECTION to you during your lifetime, in case of Disability, and to your WIDOW and ORPHANS, after you are gone.

RESOLVE that you will eliminate useless expenditures, so that you may easily pay for that PROTECTION which costs from 3 cents to 20 cents a day for \$500 to \$5,000.

NOW IS THE TIME. TOMORROW MAY BE TOO LATE.

WRITE FOR FULL INFORMATION.

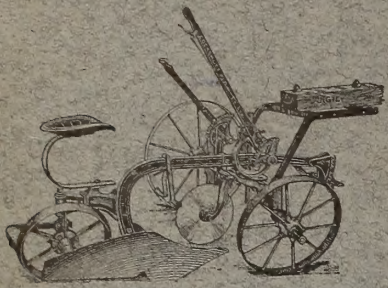
The GREAT-WEST LIFE ASSURANCE Co.

Dept. "P.16"

Head Office

: :

WINNIPEG



COCKSHUTT LINES FOR SPRING



A new buying season for Plows, Harrows, Cultivators, Seeders, etc. is opening with materially reduced prices. Farmers in every locality are in need of new equipment. Get your share of this profitable business by aggressively pushing the Cockshutt line.

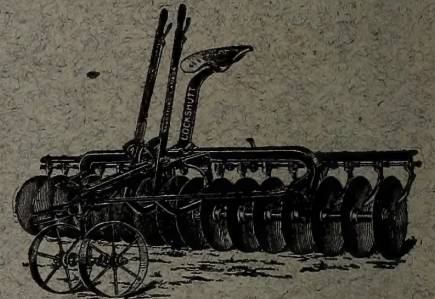
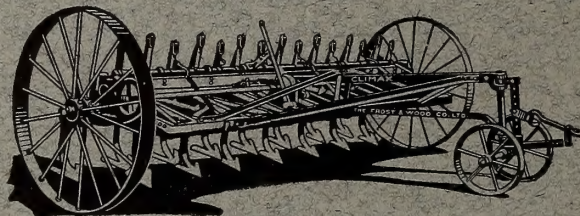
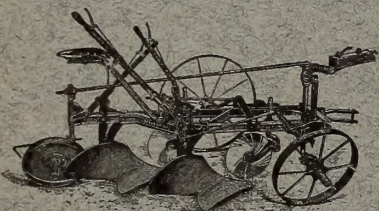
Farmers this year, perhaps more than ever before, realize that efficient machines and methods are essential to success in their business. They are planning to replace old and worn out equipment with new and better machines. The Cockshutt Line will pay you well for the time and work you put on it.

Cockshutt Implements are giving satisfaction because they're built especially for Western Canada conditions. There are sizes and styles of each line to meet the demands of every customer in your territory. It pays best to sell a full line, backed by one responsible organization.

Talk it over with our traveller or write for full particulars and agency proposition.

Cockshutt Plow Co. Limited.

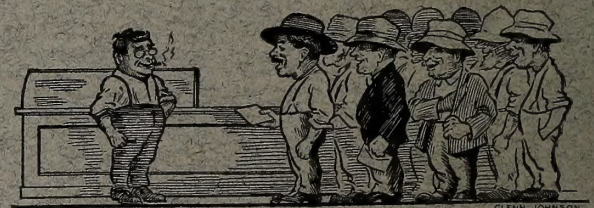
Winnipeg, Regina, Saskatoon, Calgary, Edmonton.



PISTON RINGS

Are in Demand from January to December

Do You Stock Them?



Canadian Made---In All Sizes up to 6 ins. x 1-2 inch.

**Eliminate Power Loss in
Cars, Trucks, Tractors,
Stationary Engines, Motorcycles.**

In the year ahead there will be less than the normal demand for new engines, cars, trucks and tractors. But the replacement demand for Piston Rings for engines will be enormous.

Why waste all your sales energy on high-priced, slow-moving lines, sold on long terms possibly, when you can build a nice local business, quick turnover and good net profits by meeting the demand for Wilkie Piston Rings.

It is sound judgment to lay in an assorted stock of our rings. You meet the needs of your trade. Easy sales and quick profits will be yours—and less effort per sale. And it's cash business. That is a great incentive these times.

Why pay fancy prices for piston rings when you can sell the best rings on the market at a price that suits the pocket-book—and the needs of your customers? Wilkie Piston Rings are adopted as Standard equipment by the Packard Motor Co., Montreal, and many other leading Canadian Concerns.

No rings are better made. Individually cast from close-grained, properly proportioned materials. They are as perfect as the most modern machines and human skill can produce them. Shipped in cartons, otherwise wrapped in strong paper. Every package plainly marked with size. Ask your Jobber or write direct to

Windsor Machine & Tool Works

SOLE MANUFACTURERS

312-316 Pitt St. West, Windsor, Ont.



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Vol. XVIII., No. 1

WINNIPEG, CANADA, JANUARY, 1922

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Per Co-v. 10-

A New Year's Message from Leaders in the Industry

A Message of Confidence for 1922

By Harold F. McCormick, President
International Harvester Company.

The year 1921 will long be remembered for its hardships by the farmers of Canada, the farm implement dealers and the implement manufacturers. Deflation is never a pleasant process and so far the worst of its pains and penalties have been borne by agriculture. Inevitably the whole farm implement industry suffered almost as severely, because its prosperity is directly and absolutely dependent on the prosperity of the farmer.

But we can all of us—farmer, implement dealer and implement manufacturers—look forward into 1922 with sturdy confidence, if not with glowing hope and enthusiasm. The world has settled down to the conviction that the only way to repair the damage of the war is to work, produce and save. Slowly, but with encouraging definiteness, international trade and finance are moving back toward the balance that is essential to international and national prosperity. Slowly, but definitely, the index line of industry zig-zags back toward some reasonable kind of parity with the index line of prices for farm products—another prime requisite to national well-being.

Western Canada's crops suffered considerably from weather conditions and all of Canada's farmers have had to bear heavy losses due to depreciation in the prices of everything they produce. But even so, the Dominion farmers are in a much better situation than those of the older and more thickly settled farming areas in the United States, such as Iowa, for example. For one thing, less than 12 per cent of the land in Canada is now occupied, in spite of an increase of population of 305 per cent in fifteen years; and for another, the lower prices of land in Western Can-

ada means smaller investments and quicker recuperation from the recent losses.

Factors in Future Success

But the most hopeful element in Canada's agricultural situation is the pioneer spirit that still rules throughout the farmlands of Western Canada. The farmers of Western Canada have met a distressing situation with their accustomed courage; they have worked harder, have practiced closer economy, and, in spite of their losses, have continued clearing away their obligations.

Our Company has done and is doing everything in its power to assist in the rehabilitation of agriculture. There is encouragement for the dealers as well as ourselves in the reception that has been accorded our reduced prices.

Another factor that will make for prosperity among our dealers in 1922 is found in the figures which show that for the last five years the farmers have not been buying new equipment up to the normal ratio. The efficiency of farm equipment is now low and it is axiomatic that whenever any farmer really needs new equipment, he begins paying for it that moment, whether he buys it or not. It is reasonable to expect that the farmers of Canada will be in the market for new equipment as rapidly and strongly as their resources permit.

Canada's farmers are to be congratulated, and her implement dealers may well be glad, because the Dominion has given such energy and achieved such success already in the live stock department of agriculture, for without livestock agriculture cannot reach its highest and most dependable prosperity.

To the implement dealers of Canada, and to the farmers who are their and our customers, the Harvester Company sends its good wishes and expresses its hope and belief that we are advancing into a busy and prospering New Year.—Harold F. McCormick, President.

Factors that Affect the Price of Implements

By William Butterworth, President,
Deere and Company

At the commencement of another year I appreciate the opportunity of addressing the Implement Dealers of Western Canada through the pages of "Canadian Farm Implements."

There never was a time within my memory when it was so necessary for the farmer, implement dealer and the implement manufacturer to study, learn and understand each other's problems.

We all know the effect which the rapid decline of farm products had upon the buying power of the farmer and indirectly upon the dealer, but I do not believe that we realize the tremendous effect on the buying power of the farmer, which the high rates of freight have. After a great deal of investigation and study the story of the effect of these freight rates, is being developed and published and I have no doubt but that most dealers have seen these figures.

The Effect of Freight Rates

The success of the farmer, the dealer and the implement manufacturer is so influenced by this factor that everything is being done that can be done to indicate to the railroads the great need of reduced rates. The railroads on their part, will recognize and realize the necessity of lower rates, not only for the good of the farmer but to increase their own business; but there are certain things in the way of reduced rates. Those things are elements in the cost of transportation such as wages which are 60 per cent of the total revenues of the roads; the very high cost of materials which the railroads are obliged to buy, such as locomotives, cars, rails, ties, etc.: the high cost of coal and very greatly increased taxes.

We hope by showing the absolute necessity for the reduced cost of operation in order to re-

duce rates and, therefore, stimulate business, that the railroads will be able to get their labor cost down and that those who sell the railroads the things they need will realize the need of reducing their prices, including the price of coal.

I understand that Canadian rates are not quite so high as they are in this country and my statement has reference to the situation in the United States.

I am not inclined to be pessimistic and feel that the farmer and the dealer will begin to buy for this next spring's trade, although perhaps in a modest way.

No one is suffering more from the situation than the implement manufacturer, himself. 75 per cent of the cost of the product of the implement manufacturer is material and the average cost of the materials which he has to buy is 70 per cent above pre-war prices. The implement manufacturers have taken a very heavy loss in their inventories, in order to try and get somewhere near the figure which the farmer and the dealer can pay. In our manufacturing we are stopped at a cost level, by the replacement cost of the materials we buy. In other words we cannot sell goods on a basis of 1.65 for steel, if we have to pay more for that steel when we go into the market to buy. All manufacturers are doing everything they can to get their costs down in order to start business going.

I cannot help but feel that this reduction in cost must start with the natural products, the same as it did with the farm products. In other words, with wood and wood products and iron and iron products; also with coal. I am hopeful that these natural products will come down in their cost so that they may be sold on a basis which will enable the dealer and the farmer to buy.

The situation is a very difficult one, involving the adjustment of wages, which again involves the cost of living, but I think we have turned the corner and while the

improvement will be slow and gradual it will come. I have heard it stated that it will take another farm crop and possibly two before we will be back to a normal basis. I am very hopeful that we will begin to move up this coming spring. I think that if the farmer and dealer realize that the implement manufacturers are not only not profiteering, but are making every sacrifice possible in order to get somewhere near the dealer's buying level, that they will feel that it is right for them to buy such goods as they may need in their territory in order to keep the implement industry alive.—W. Butterworth, President Deere and Co.

Winnipeg Wholesale Implement Association is Re-organized

Representatives of the wholesale implement trade in Winnipeg met in the St Charles Hotel on December 8, the following gentlemen being present from the firms named:—J. P. Minihinnick, Cockshutt Plow Co.; D. Drehmer, John Deere Plow Co.; C. H. Whitaker, Massey-Harris Co.; J. A. Tanner, International Harvester Co.; J. C. Brosnahan, International Harvester Co., Brandon; A. C. Davis, Nichols & Shepard Co.; M. J. Carruthers, Advance-Rumely Thresher Co.; F. X. Chauvin, Huber Mfg. Company, Brandon; E. S. Strachan, Swedish Separator Co.; J. Robertson, Sawyer-Massey Co.; W. R. Cole, Robert Bell Engine & Thresher Co.; W. N. Robinson, Robinson-Alamo Ltd.; E. A. Kemp, Canadian Fairbanks-Morse Co.; K. N. Forbes, Canadian Fairbanks-Morse Co.; A. Macfarlane, Anderson-Roe Co.; A. A. Thomson, Canadian Farm Implements and E. W. Hamilton.

The association has not been active for some time, and the meeting was called for the purpose of re-organizing the wholesale implement trade of the City with a view to promoting increased co-operation between the various wholesale houses in the business. This was considered very essential in view of present conditions.

Representatives of the larger implement houses suggested that they would gladly welcome all wholesale implement firms taking a live interest in the Association, as at the present time matters had to be dealt with which are of vital importance to the entire wholesale trade.

It was decided to elect a new board of officers, and the election resulted as follows:—

President, J. P. Minihinnick, Manager, Cockshutt Plow Co.; Vice-President M. J. Carruthers, Manager, Advance-

Rumely Thresher Co.; Secretary-Treasurer, E. W. Hamilton.

The following were elected to serve on the Executive Board of the Association:—K. N. Forbes, Canadian Fairbanks-Morse Co.; D. Drehmer, John Deere Plow Co.; J. Robertson, Sawyer-Massey Co.; A. A. Thomson, Canadian Farm Implements; W. R. Cole, Robert Bell Engine & Thresher Co.; J. A. Tanner, International Harvester Co.; A. Macfarlane, Anderson-Roe Co.; and J. H. Redden, J. I. Case Threshing Machine Co.

It was decided that the Association should hold regular monthly meetings, these to be held on the 3rd Tuesday in each month. The trade will be advised of the date and place of meeting. The annual dues decided upon were \$15.00 per member per annum, and it was further decided that the Association should embody all wholesale implement firms in other centers throughout the province, such as Portage la Prairie and Brandon.

A. A. Thomson, Editor of "Canadian Farm Implements," suggested the advisability of the association co-operating with the associations in Regina, Saskatoon and Calgary so that features of common interest to the trade in the three provinces might be dealt with. The president referred to the old practice of the associations exchanging copies of minutes as a good one. Mr. Thomson believed that a publicity campaign should be inaugurated by the associations, sending bulletins to the farm press so that the farmers may be more fully advised upon costs and factors in the implement trade which had a direct effect upon the price of the implements.

A meeting of the executives of the association took place in the offices of the Retail Merchants Association on December 20, to discuss a matter which had been taken up with the Secretary of the R. M. A. by a retail implement firm in the province. This firm suggested that a lien note form be embodied in the statutory order form for large and small implements. After discussion it was decided to investigate further before arriving at a decision.

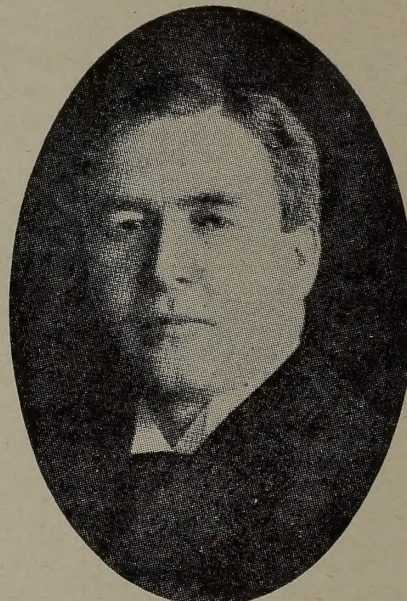
Pump Men Collect Data

At their meeting in Chicago, Dec. 14, the U. S. Pump Department of the National Association of Farm Equipment Manufacturers decided to accumulate monthly statistics on the sale of pumps, cylinders and pump stands in the United States and abroad.

Death of the President of the Massey-Harris Organization

Thomas Findley, president and general manager of the Massey-Harris Company, Toronto, Brantford and Batavia, N. Y. died at his home in Toronto on December 19. Death followed a long fight against complications arising from an ear complaint, from which Mr. Findley suffered for over five years. He leaves his wife, a daughter and two sons.

Besides his connection with the Massey-Harris Company, Mr. Findley was a director of the Johnston Harvester Company, Batavia, N. Y., Vice-President of the Toronto Housing Company; director, National Trust Co., Ltd.; director Verity Plow Co., Ltd.,



The late Thomas Findley

Brantford, and President, Bain Wagon Co., Ltd., Woodstock, Ont. He was also a member of the Canadian Manufacturers' Association.

The late gentleman was born on a farm in York county in 1870. He left the farm at the age of sixteen and for four years worked at Sutton West as telegraph operator and postal clerk in the general store. In 1890, at the age of 20 he came to Toronto and entered the employment of the Massey-Harris Co. as a telegraph operator.

Working by day he studied steadily that he might better his position. In 1895 he was appointed chief accountant, which post he held until 1902. In that year he became assistant President, and in 1907 was made assistant general manager. In 1909 he was made a director of the company and its Vice-President in 1912.

In 1917 after a life of strenuous effort he reached the summit in his chosen sphere when he was appointed President and General Manager of the Massey-Harris Company.

It is indicative of the qualities of the late Mr. Findley that he was one of the first men in Canadian industry to visualize the importance of bettering conditions for industrial workers. He was responsible for the inauguration of many plans devised by his company to promote unity and co-operation between employer and employee. To-day the Massey-Harris Company is one of the leading concerns on the continent insofar as employees welfare administration is concerned.

Hard work, self-improvement and devotion to duty brought their due reward, and from top to bottom of the vast organization the late Mr. Findley was esteemed as the "Chief" to whom the welfare of every worker was an important matter. Quiet-spoken, kindly and non-assertive he was not a man who sought the public eye. Rather has he left a rich heritage of friendship and esteem amongst those with whom he labored, and the kindly memory of thousands of men who served the great institution with which his lifework had lain.

Dairying in Saskatchewan

Figures issued by the Dairy Branch of the Saskatchewan Dept. of Agriculture show official estimated dairy production for the past year of \$23,455,774. This is an increase of \$412,725 over the previous year.

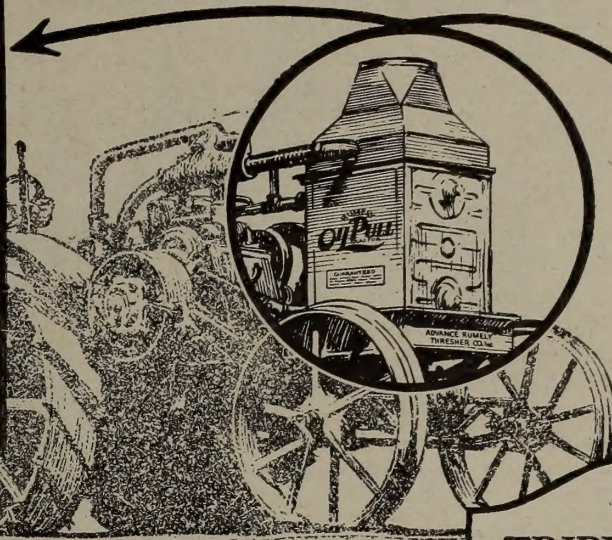
The output of creamery butter shows an increase of over 16,000 pounds, and there were 10,000 more gallons of ice cream manufactured than in the previous year. The total value of dairy cattle in the province as compiled by the Statistics Branch of the Department of Agriculture is estimated at over \$40,000,000.

In the 48 creamery plants in operation in the province the average make of butter per plant was 141,253 lbs., and the average selling price at the creamery 56.13 cents per pound. The creamery operators paid approximately \$2,766,000 for the butter fat supplied.

The Straw Spreader

Implement dealers can make many sales of straw spreaders to the farmers if they will only emphasize the benefits obtained from straw spreading. The greatest agricultural experts in the country advise straw spreading. We cannot doubt the word of these men who have made a life study of agriculture and who know from actual experiments conducted that straw spreading is beneficial.

- ① Lowest Fuel Cost
 - ② Lowest Upkeep Cost
 - ③ Longest Life (10 Years and More)
- and Reasonable Price



On Selling the Only Tractor that Combines All Four Elements Necessary to Cheap Farm Power

You know why some farmers have not bought tractors. Some have thought the fuel cost too high. Others have questioned the "upkeep" or repair expense. Others have thought that the cost per year for depreciation was quite high.

Thousands of these farmers will buy tractors when they are satisfied on these points. And they will be fully satisfied when they are given the facts about the

OILPULL TRACTOR

"The Cheapest Farm Power"

The Four Factors absolutely essential to long, dependable, cheapest power service are: (1) Lowest Fuel Cost; (2) Lowest Upkeep Cost; (3) Longest Life; (4) Reasonable First Cost. The OilPull combines all four for the first time in any tractor.

Look at the OilPull records:

(1) *Lowest Fuel Cost.* For ten years an OilPull has won the highest official honors for low fuel consumption in national tests. (2) *Lowest Upkeep Expense.* Investigations made of many typical

OilPulls, of all ages, show upkeep expense averaging, per year, 50% less than the national average given by the government. (3) *Longest Life (10 years and more).* Thousands of OilPulls have given over 10 years of service. "Old Number One" is still serviceable after 12 years of use. (4) *Advance-Rumely Prices are always fairly gauged.* Considering the fine grade of materials and workmanship employed and the low upkeep and long life, the present prices are low.

ADVANCE-RUMELY THRESHER CO., Inc.

Calgary, Alta.
Saskatoon, Sask.

Regina, Sask.
Winnipeg, Man.

48 Abell Street, Toronto, Ont.

(68)

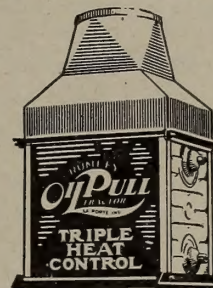
The Advance-Rumely line includes kerosene tractors, steam engines, grain and rice threshers, alfalfa and clover hullers, and farm trucks

Serviced from 29 Branch Offices and Warehouses



TRIPLE HEAT CONTROL

The Chief Reason



OilPull success is due to two things: (1) The high quality of OilPull design and construction. (2) *Triple Heat Control*, used on all OilPull tractors. *Triple Heat Control* is a scientific Oil-Burning system which finally solves the problem of getting the tremendous power out of kerosene. Positively controls temperatures. Motor can't freeze or overheat.

FREE BOOK

to Any Dealer Who Writes

Every dealer who feels he is equipped to properly represent the OilPull should know all about the Four Factors and Triple Heat Control. Our new booklet, "Triple Heat Control," and our catalog cover the subjects fully. A copy of each will be sent to any dealer who writes.



ADVANCE-RUMELY

The Power-Driven Cream Separator

In order to get most satisfactory results the cream separator should be driven by a gas engine or some other equally smooth-running motor. That is to say, we want to get all the butterfat possible from the milk and not get too much milk with the butterfat.

Hand operation of cream separators can not be relied upon to give the right speed and consequently the closest separation, no matter how careful the individual is in turning the machine. The farmer who owns a cream separator, should also own a gas engine. If several cows are milked the engine will pay for itself in a comparatively short time by the cream that will be saved. If he has an engine and the other necessary equipment the farmer can then be sure that the separator will be driven at a uniform speed throughout the skimming operation.

Another important advantage in having an engine to drive the separator is in the time saved. Where a dairyman or farmer

keeps a fairly large number of cows, the engine can be started each time as soon as the milking is begun. Then as fast as it is milked, the milk can be emptied into the separator and both jobs will be finished together.

Important as it is to have the separator driven by engine power, it is equally as important to have it properly belted to the engine. To drive a cream separator with an engine requires a great deal more care than almost any other use to which this power is applied. It is absolutely necessary that the speed of the separator be uniform and regular, in order that the separation of the milk and cream may be complete, the cream of even thickness, and the working parts of the machine not subjected to needless wear and tear.

The engine should never be belted direct to the separator pulley, for the speed of the average engine is not sufficiently uniform. This, plus the shocks due to the impulses of the engine and the usual vibration are damaging to the separator. A jerky motion of the bowl results in poor skimming.

One of the worst things that a farmer can do is to mount the separator and engine on a single base or in a single frame. The jar and vibration resulting from the engine impulses is transmitted direct to the separator causing the trouble just mentioned.

One method of driving the separator by a gas engine is by means of the power driving device. The belt from the engine is connected to a tight-and-loose pulley, which is provided with a belt shaft. The power is transmitted from this shaft by means of an endless belt to the worm wheel shaft of the separator.

The important feature of this device is a coil-spring belt tightener over which this endless belt runs and which automatically absorbs all shocks resulting from engine impulses and the irregularities of speed which occur from one cause and another. This friction-clutch pulley, as it is called, allows the separator to be started at a low speed and gradually increased to full speed.

Probably the best way of operating a cream separator with a gas engine is by means of a governor pulley designed especially for the purpose. This pulley may be attached to the floor, wall or ceiling, or to a line shaft. In using it the engine is started and after it has gotten up to speed, by means of a lever, the separator can be gradually started. The speed can be regulated by the adjustments provided on the governor pulley, and it will maintain a uniform speed regardless of variations in the speed of the engine.

Whenever possible the engine should be kept in a separate room as the odors of gasoline, exhaust gases, and greases and oils may taint the butter or milk. For this reason it is quite advisable that the engine should be located elsewhere than in the same room with the cream separator. Where used for other work, the gas engine will operate the separator cheaper than can be done by hand power.

G. A. Dechant in New Position

After twenty-one years of experience covering practically every phase of implement sales, service, and advertising, Geo A. Dechant resigned as advertising manager of the J. I. Case Threshing Machine Company, on Dec. 1.

When he handed in his resignation he fully intended to accept a position with an advertising agency in Chicago. Further consideration, however, caused him to decide in favor of staying in Racine, his home for many years, and he joined the staff of the Western Advertising Agency.

Starting as a youth of twenty in the repair and extra department of the Case T. M. company, and passing rapidly through the threshing machine and steam engine erection and testing departments, Mr. Dechant became a salesman at the Oshkosh, Wis., branch house in the fall of 1903. After three years of sales work he was given charge of the Case branch house at Harrisburg, Pa., with supervision over 15 salesmen and 125 dealers in Central Eastern States, and with full responsibility for sales, sales pro-

motion, collection, and for the performance of machines delivered to his customers.

In 1916, the resignation of the then advertising manager for the Company created a vacancy at Racine which Mr. Dechant, because of his intimate knowledge of the machines in the Case line, and his demonstrated ability to sell in competition, was called upon to fill. Under his efficient management, Case advertising for the last five years has been maintained at a notable standard.

In his new work with the Western Advertising Agency, Mr. Dechant's ability will have a wider range of expression. His services and experience will be at the command of all clients whose sales efforts take them in the farm field. His many friends in the implement business join in wishing him a large measure of success in his new connection.

The Development of the Mechanical Milker

During the past ten year the fundamental principles of the milking machine have not been altered but the mechanical details have been perfected to a very great degree. The practicability of the milking machine has been fully established.

One of the obstacles in the past has been the power problem. This is being solved, however, by the universal use of the gas engine and the increased use of the electric motor. Reliability and certainty of power increases the practicability of the milking machine at least 50 per cent, especially where electricity is available.

Much of the success of the milker, however, depends upon the operator and the condition in which he keeps the machine, but there is no question but what today most mechanical milkers are more efficient than the average hand milker when everything is taken into consideration.

Just Business Intelligence

No farmer can afford to go without an implement that he actually needs. If he does, the effectiveness of his efforts is impaired just that much. Multiply his needless privation by the number of other farmers who have been equally short-sighted, and it is not difficult to reach some sort of an estimate of the economic loss which the entire agricultural and commercial community must undergo because of any such widespread practice.

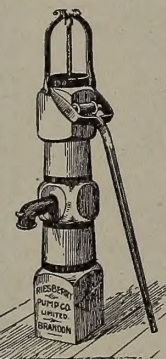
PUMPS

AND Clothes Reels

Made in the best equipped factory in Canada.

We make and handle pumps for all kinds of work.

We also install hydro-pneumatic Farm Water systems.



SUCCESSORS TO

The Riesberry Pump Co.

(Established 1882)

WRITE FOR DEALERS' PRICES

North-West Pump Co.

T. N. WILLIAMSON W. J. MERRELL

Phone 607

19-6th Street Brandon, Man.

"BULL DOG"

Wild Oat

Separators

Back to Pre-War Prices

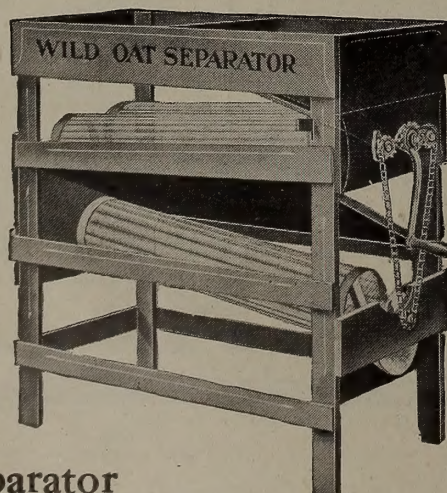
A special machine that takes wild oats out of tame oats, wheat and barley; also rye from fall wheat. Show your customers the necessity of grading their oats and wheat; cleaning them and getting the perfect kernels for seed. This machine does it.

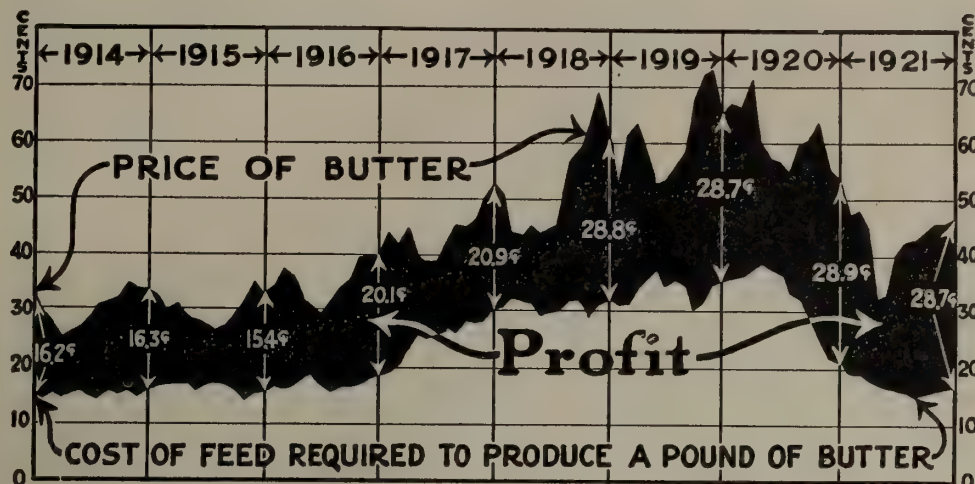
3 and 6-Roll Sizes

Now is the time to place your order. Write at once.

The Twin City Separator Company, Ltd.

WINNIPEG, MAN.





The De Laval Milker

Both save time and eliminate drudgery twice a day, 365 days a year.

Both increase the quantity of the product.

Both improve the quality of the product.

Both are made by De Laval, the oldest, largest and best-known manufacturers of their kind in the world.

One business that hasn't suffered

Look at this diagram. It shows just how profitable the production of butter or butter-fat has been since 1914, and that it pays just as big today as ever.

The top line of the black area shows the price of butter, while the bottom line shows the cost of feed required to produce a pound of butter. The thickness of the black area then shows the spread between cost of feed and price of butter—or the net profit. For example, near the end of 1921, feed to produce a pound of butter cost 16.9 cents; butter sold for 45.7 cents, leaving a difference of 28.8 cents per pound, or 170% profit.

It is easy to see why De Laval Separators and Milkers are selling so well. Are you getting your share of the De Laval business from your locality?



The De Laval Separator

THE DE LAVAL COMPANY, Ltd.

MONTREAL PETERBORO WINNIPEG EDMONTON VANCOUVER

Sooner or later you will sell the
De Laval

With the Manufacturers

Birmingham Motors of Jamestown, N. Y., will establish a Canadian plant in Peterboro, Ont.

The Studebaker plant at South Bend began working a force of 7,000 men on full time December 5.

The Ford Motor Co. is increasing the output of its factory at Cork, Ireland, 1000 men now being employed.

The Dominion Thresher and Implement Co., New Hamburg, Ont., has been incorporated with a capital of \$300,000.

The Peoria and St. Louis branches of the Twin City Co., Minneapolis, have been consolidated and the latter discontinued.

Frank K. Bull, chairman of the board of directors of the J. I. Case Threshing Machine Co., Racine, resigned December 31.

L. N. Burns, well known to the implement trade, has been made General Sales Manager of the La Crosse Plow Co., La Crosse, Wis.

F. R. Todd, vice-president of Deere & Co., is named as a member of the advisory committee to the U. S. Transportation Division of the Joint Commission of Agricultural Inquiry.

Colonial Motors, Ltd., a new million-dollar company operating under Provincial Charter, will establish a factory in Walkerville, Ont.

The Canadian Lever Springs, Ltd., is a new concern incorporated in Ontario to manufacture springs for automobiles and trucks.

Ruggles Motor Truck Co., London, Ont., is again operating on full time. It is expected that the factory will continue on the present schedule.

L. L. Searles, credit manager of the International Harvester Co., has retired after thirty years' experience with dealers, financial and credit problems.

The J. I. Case Threshing Machine Co., Racine, Wis., has issued a new price list on tractors, tractor plows, tractor disc harrows and threshing machines, showing reductions.

Hart Battery Company, Limited, have opened a sales office and warehouse at 155 King Street, W. Toronto. The Hart Battery Company, Limited, has grown to be one of the largest purely Canadian automotive industries.

The Alene Steam Products Co., Indianapolis, Ind., has been recently incorporated to manufacture steam tractors and trucks.

The Baker Mfg. Co., Evansville, Wis., and the Fuller & Johnson Mfg. Co., Madison, Wis., have increased their working schedules.

It is reported that a number of independent steel companies have taken steps to form a \$500,000,000 corporation as a rival of the U. S. Steel Corp.

Raymond Olney, Editor of the Power Farming Dealer, St. Joseph, Mich., has been elected Secretary of the American Society of Agricultural Engineers.

The J. I. Case Threshing Machine Co., Racine, Wis., has declared its regular quarterly dividend of 1 1/4 per cent payable Jan. 1, to stock of record Dec. 12.

Universal Wrench Co., Windsor, report that they are now in production on three sizes of the Universal Lever adjustable wrench viz. 6, 8 and 10 inches.

The Avery Co., Peoria, Ill., announces a reduction of prices as follows: \$200 on the motor truck, \$300 on medium sized tractors and \$400 on the large tractors.

Alexander Legge, general manager of the International Harvester Co., has been appointed a member of the Corn-Belt Advisory Committee of the War Finance Corp.

The Parrett Tractor Co., Chicago Heights, Ill., has been reorganized and Dent Parrett has again become identified with the company as president and general manager.

H. W. Mott, formerly with the Minneapolis Threshing Machine Co., of Hopkins, Minn., has accepted the position of general sales manager for the Illinois Thresher Co., Sycamore, Ill.

The Flexible Shaft Company, Limited, Toronto, who are the Canadian branch of the Chicago Flexible Shaft Company, are now fully equipped for the manufacture of Stewart industrial furnaces.

L. R. Van Valkenburg, formerly service engineer for Avery Company, recently became associated with the Grain Belt Tractor Company, Fargo, North Dakota, whose plant is being turned into a school of mechanics.

The Dodge Manufacturing Company of Canada, Limited, Toronto, have issued a new general catalogue of power transmission, conveying and elevating machinery. It is well illustrated and contains complete descriptions of the many lines listed.

D. M. Burrell & Co., Inc., of Little Falls, N. Y., have placed on the market two new cream separators, of the link blade type. Both separators are of high grade construction.

The International Harvester Co., recently completed a fine brick service station and sales room to be used in connection with the local sales of motor trucks in Madison and vicinity.

The Welborn Corp., Kansas City, Mo., announces its incorporation under the Delaware laws for \$4,000,000, of which \$1,500,000 is preferred stock. This Corporation will produce the Coleman tractor.

Thorold Motors Limited, has been incorporated in Ontario, to manufacture and deal in automobiles, motor trucks, tractors and other vehicles. The authorized capital is \$500,000. The head office will be at Thorold, Ont.

The Wilcox-Bennett Carburetor Co., has been incorporated with a capital stock of \$100,000 and a debt limit of \$250,000. A. C. Bennett is president; H. M. Bennett, vice-president, and R. D. Wilcox, secretary-treasurer.

The Rock Island Plow Co., Rock Island, Ill., has announced a reduction in U. S. Territory of \$400 on its model "C" Heider tractor, \$300 on the model "D" and \$150 on the motor cultivator. This reduction brings the model "C" price back to the pre-war basis.

New equipment installed during 1921 at the plant of the Canadian Roofing Manufacturing Co., Limited, Windsor, Ont., will triple its capacity. The entire installation will be ready to operate by the beginning of the new year.

An issue of \$2,000,000 of 8% cumulative preferred shares of the recently incorporated English Electric Company of Canada, Limited, is being offered for sale by the Canadian Debentures Corporation, Limited, of Toronto.

Will Manufacture Line of Pistons

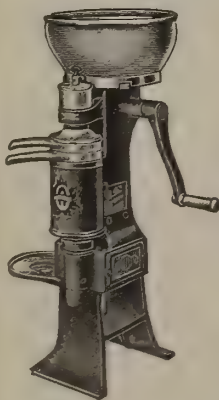
L. A. Wilkie, president of the Windsor Machine & Tool Co., Windsor, Ont., advises us that his firm has commenced production on automobile pistons. The trade name of the line will be "Wilkie", as is the case with their well known piston rings. The pistons will be made of gray iron and will be similar to a well known American type. Sizes to fit every model of car now sold in the Dominion will be supplied. Mr. Wilkie states that 500,000 pistons are sold in Canada every year, and that 90 per cent of this number are imported from the United States.

YOU Cannot Afford to Miss this Opportunity

Pre War Prices--Changed Conditions that are stimulating sales--Combine to Make THIS the TIME and the

Magnet Cream Separator

The Machine to Push for Profits.



- 1 A sensational price on the world's greatest separator.
- 2 The strongest selling features ever built into a cream separator.
- 3 An intensely nationally advertised machine.
- 4 Exclusive selling rights in your community.
- 5 A co-operative sales policy and a repair service that only MAGNET can give.
- 6 An opportunity to make some real money in the separator business this coming year.

Write at once for full details, prices and our Special Terms, and secure this Attractive Agency if it is still open in your town.

PETRIE MANUFACTURING CO. LIMITED

Winnipeg

Edmonton

THE QUALITY LINE

THAT INVITES BUSINESS



Twin City 12-20 with 16-valve (valve-in-head) engine. High-grade alloy steels. Surplus power with light weight and low fuel cost. Other Twin City sizes are the 20-35 and the 40-65.

THE dealer who sells Twin City Tractors, Trucks and All-Steel Threshers is inviting business to his store with a line that makes one sale open the way for another through satisfied owners. He represents a line of known quality, built by an organization with more than ordinary resources and experience in helping its dealers build up business.

Write and find out if your territory is still open for 1922. Get particulars about the 1922 Twin City contract and facts about discounts, advertising co-operation and other sales helps.

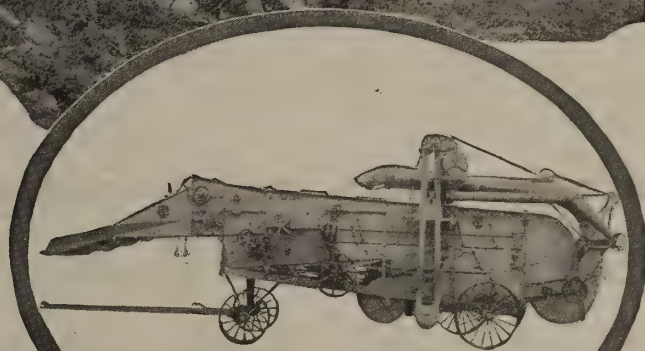
MINNEAPOLIS STEEL & MACHINERY CO.

OF CANADA, LTD.

WINNIPEG, MAN.

REGINA, SASK.

CALGARY, ALTA.



All-Steel Twin City Threshers, 4 sizes: 22-42, 28-48, 32-52, 36-60. The 22-42 is the popular individual outfit.



Twin City Trucks are made in two sizes—2-ton and 3½-ton. Body equipment for every service. Pneumatic cord tires are optional as extra on the 2-ton.

TWIN CITY

Tractors, Trucks and Threshers

Jack Snyder Heads Travellers Association

At the recent annual meeting of the North-West Commercial Travellers Association of Canada, Jack Snyder, traveller in Southern Manitoba for the John Deere Plow Co., was elected president of the organization.

This honor conferred by the members of the association, who number several thousands, and covering territory from the Great Lakes to Vancouver, comes to Jack as a reward for his untiring energy, clear business foresight and consistent effort to benefit the lot of that friend of retail merchants—the Travelling Salesman. Last year Mr. Snyder was Vice-President of the Association.

Mr. Snyder was born at Winnipeg Beach in 1879, being the youngest man to occupy the important head of the Travellers organization. At the age of eighteen he entered the retail implement business with his uncle, the late Chris Johnson, Baldur, who was for many years one of the best known dealers in Manitoba. With his uncle Mr. Snyder had a thorough training in the retail implement trade for eight years—canvassing, selling locally, setting up machines and book-keeping.

There was not a side of the business that he did not have to see to.

On the first of March, 1905, he joined the sales staff of the International Harvester Co., covering



JACK SNYDAL,
Representative of the John Deere Plow Company, elected president of N. W. C. T. A.

Southern Manitoba. He remained with the Harvester organization until February, 1911, when he joined the sales staff of the John Deere Plow Co., still remaining in his old territory, South Manitoba. Seventeen years in one ter-

ritory is no small part of a salesman's life, but few travellers are as popular and well liked by their customers as is the case between Mr. Snyder and the implement dealers in his territory.

Outside a busy career on the road Mr. Snyder is known everywhere in sporting circles as "Speed" Snyder, the man who to a large extent, was responsible for bringing into being the famous Falcon Hockey Team which won the World's Hockey Championship in the Olympic Sports at Antwerp in 1920. He is at present president of the Falcons.

Mr. Snyder is a past counsellor of the Order of United Commercial Travellers of America. We wish him every success in his future business career, and a full order book in 1922.

Sharpe Leaves Farm Machinery Field

G. B. Sharpe who, for the past fifteen years has been prominently identified with the leading concerns in the farm machinery industry, has just been appointed Advertising Manager of the Burroughs Adding Machine Co., Detroit, Mich.

For the last two and a half years Mr. Sharpe has been Assis-

tant General Sales Manager of the Cleveland Tractor Company, Cleveland, Ohio. Previous to going to Cleveland, Mr. Sharpe was with the De Laval Separator Company in New York for nearly ten years and, before going to New York was Advertising Manager for Studebaker interests at South Bend, Indiana for four years.

Through his activities in the various national marketing and advertising organizations and, as a speaker and writer on distribution problems, Mr. Sharpe has become widely known as a careful student of marketing questions.

Allis Chalmers Lowers Prices

The Allis-Chalmers Mfg. Co., Milwaukee, Wis., announces that its 18-30 tractor, will be known as the A.-C. 20-35, and the smaller tractor, formerly known as the 12-20, will be known as the A.-C. 15-25. These changes in ratings follow the reports of tests of these tractors made under the conditions of the Nebraska tractor testing law. The 20-35 is now priced at \$1885 factory, and the 15-25 at \$1350.

Standardize Your Business

CAREFUL customer buying throughout this country has caused dealers to seek a safer and more profitable footing for their business. In the implement trade, as in others, there has been a closer adherence to well-known, established lines.

To the shrewd dealer, who realizes the great advantage of standardizing his trade, the E-B Line offers many distinct advantages. The big, well-established, reputable line includes power farming equipment as well as horse-drawn tools. It makes possible closer credit relations, larger discounts through quantity purchases and shipments, and assures the widest margin of profit.

By standardizing his own business and concentrating his selling effort on one line of established quality, the E-B dealer encourages the farmer to standardize his machinery. Thus he has a smaller number of repair items to stock and is able to give more prompt service at less expense.

The E-B full line dealer concentrates his selling efforts on one line of established quality. When he sells one good machine he finds it much easier to sell another bearing the same trade mark.

The E-B Line will help you to put your business on a more profitable operating basis now. Ask the distributor nearest you.

Emerson-Brantingham Implement Co., Inc.

Established 1852

Rockford, Illinois



THE E-B LINE:

Corn Binders	Potato Diggers
Cultivators	Potato Planters
Gas Engines	Rakes
Grain Binders	Reapers
Grain Drills	Ridge Busters
Harrows	Spreaders
Hay Loaders	Stalk Cutters
Listers	Threshers
Motor Cultivators	Tractors
Mowers	Tractor Plows
Planters	Vehicles
Plows	Wagons

Canadian Distributors

Anderson-Roe Co., Ltd.
Winnipeg Regina Calgary



Appointed General Manager Massey-Harris Harvester Co.

George White, assistant general sales manager of Massey-Harris Co., Ltd., has been appointed general manager of the Massey-Harris Harvester Co., Inc., with head office and factory at Batavia, N. Y., and branches in all the principal United States cities.

Nebraska Will Continue Tractor Testing

In the U. S. Nebraska was the first state to prescribe that tractors sold within the state should be officially tested. The agricultural engineering department of the state university at Lincoln was given the job of conducting the tests. At the cost of some \$30,000 the testing plant was equipped and last year 70 tractors were given complete tests. Probably no single line of work accomplished by any state institution has been of such direct value to the entire power farming field as were the Nebraska tractor tests.

Prof. O. W. Sjogren, head of the department, advises that their tractor testing work is being continued and new equipment has been installed for further refinement of tests. Prof. E. E. Brackett has been appointed manager of the tractor tests.

Splitdorf Organization Names Officers

The Canadian headquarters of the Splitdorf organization, the Splitdorf Electrical Co. Ltd. is moving from its present location at 469 Yonge St., Toronto to more commodious and up to date quarters at 490 Yonge St.

C. K. Nelson, Canadian manager of the company informs Canadian Farm Implements that in their new premises they will be in a position to give even greater service than in the past to users of Splitdorf products, such as Aero & Dixie magnetos, "Green Jacket" spark plugs, Peened piston rings, etc. The Company will welcome enquires from West Canadian car, tractor truck and engine dealers in connection with their well known line.

Facts Regarding the Power Farming Show

The 7th National Tractor and Power Farming Show will be held February 6 to 11, 1922, in the new exhibit building, at the Minnesota State Fair Grounds. This building is now being equipped with additional steam heating equipment—the State Fair Board has approved an expenditure of something like \$45,000.00 for this purpose—and there is no danger of either exhibitors or visitors being frozen out.

The purpose of the show is sales promotion and the education of the farmer to a more general use of mechanical power in his operations. To this end exhibitors are being asked to make their exhibits as educational as possible, and the Agricultural College of the University of Minnesota has outlined and will sponsor a practical and comprehensive educational program, to run for four days of the show. This work, logically arranged, will be in direct charge of well known agricultural engineering authorities,

from the University of Minnesota and from other institutions of like character. The best men in this field will be at the show, in active charge of this educational program.

The list of exhibitors is large and is increasing each day. Already it includes firms that range, geographically, from the Atlantic to the Pacific coasts. Most of the leading manufacturers of power farm equipment, and of parts and accessories for the same, will have exhibits at the Show.

Avery Adds to Line

Two new tractors have been added to the Avery family. One is an exceptionally light-weight, three-plow tractor of the four-cylinder type, rated as the Avery 12-20. Its gears are enclosed. It gets over the ground rapidly and turns quickly.

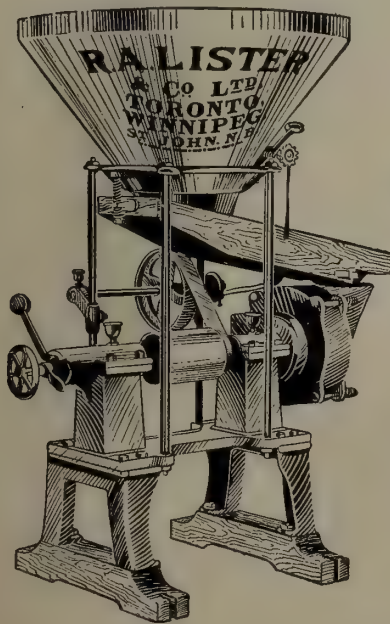
The other machine is the new Avery "Track Runner," also a three-plow tractor. It can be used either with or without the front wheel equipment.

The NEW LISTER LIGHT and POWER PLANT

Three Sizes:— $\frac{3}{4}$, 1 and 2 K. W. Light capacity:—35, 50 and 100 20-watt lamps.

Driven by the Lister vertical, water-cooled engine. Throttle-governed, automatic lubrication, magneto ignition. Easy to start, smooth-running, dependable. Generator is shunt-wound with fly wheel pulley. Set on sliding bed-plate. Simple switchboard. Whole plant is very compact and self contained. Shipped complete with steel girder base, ready to start. Also provides power to operate the pump, washer, cream separator, grinder, etc.

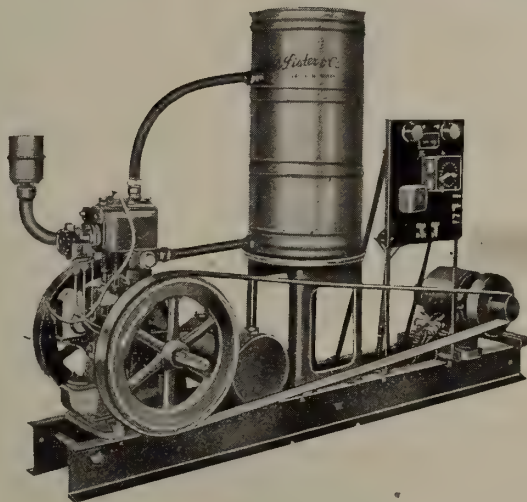
Write for our New Prices and Terms



Lister Grinders

Five Sizes: 6 to 12 inch plates. Guaranteed to grind more feed on less power than any other grinder.

Sold with or without base.



A Line in Demand in Both Town and Territory

Lister British-built Electric Light Plants are the biggest value ever offered. Every installation placed in a district sells others. Manufactured in 14 sizes. Capacities from 14 to 1,500 lights.

Get Descriptive Literature Grasp This Sales Opportunity

Belt driven or direct-connected. There is a type for every use—farms, town homes, churches, schools, halls and municipal requirements. Operated by the famous single, twin and four-cyl. Lister slow speed engines.

Melotte Cream Separators

12 Sizes: Capacities 280 to 1,300 lbs.
World Famous — Over a Million now in Use

In 1922, as in 1888, the Melotte is the king of cream separators. Self-balancing, suspended, frictionless bowl. In design, quality of materials, finish and value, it is Canada's foremost Separator. Easy to clean; close skimming. A real investment for your customers.

"LISTER"—The World's Leading Milker

Our 1922 model is the last word in milkers. Lister milking machines have been in use all over the world for 15 years. Made in single or double units. Simple in design. An ordinary $1\frac{1}{2}$ h.p. engine or motor will operate them. The Lister Pulsator gives a perfect release of the teats. The cups cannot fall off, and the stroke of the pulsator can be altered instantly to suit the individual cow. DEALERS—Send for special literature.

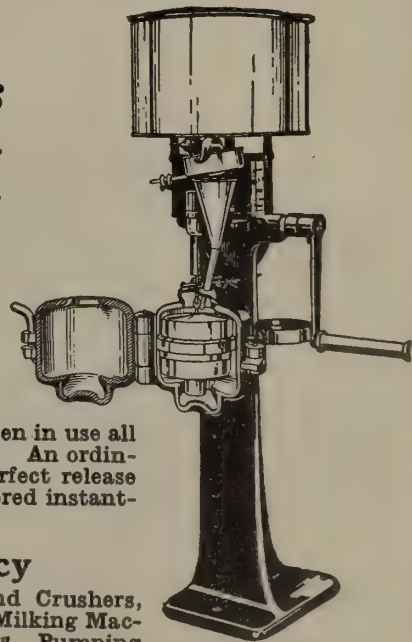
The Lister Line for 1922—Secure the Agency

"Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister Premier" Cream Separators, Milking Machines, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, etc.

R. A. LISTER & CO. (Canada) LTD.

Winnipeg, Man.

Toronto, Ont.



Sell the Tractor For Industrial Purposes

Just because the farmer has bought most of the tractors in the past is no sign that there are not ready markets for them. What about our lines of industry in which heavy hauling has to be done?

For instance, one of the largest gypsum companies in the United States uses a battery of Hart-Parr tractors to haul wheeled scrapers for filling their dump trains which haul the dirt to their plants. The

one tractor shown in the illustration is credited by the officials of the gypsum company with doing the work formerly done by twelve mules and four men and doing it more efficiently.

There are almost limitless possibilities in other lines similar to the surface gypsum mines. We can recall, offhand, batteries of tractors at work in clay beds for brick and tile plants; doing strip work in surface coal mines; performing hauling work of all kinds of manufacturing plants; doing

all kinds of road work, such as maintenance, grading, hauling, excavating, operating stone crushers, etc.; ditching machines; doing logging work in the lumber woods; hauling buildings for moving contractors; hauling and winch work in the oil fields; and thus the list could go on and on, the limit being the limits of industry in general.

Perhaps in every such instance the tractor is not immediately adaptable but with a few changes or slight additional equipment of

a home made kind, it can quickly be adapted to the work at hand.

During the 1922 season a dealer's success is going to be measured in terms of his adaptability to changing conditions. Every lead is worth running down. Adapting the product to sell to the needs of humanity is real salesmanship.

President of Ontario Dealers Association Asks for Increased Discounts

L. Hall, President of the Ontario Implement Dealers Association, in a letter addressed to all the leading manufacturers in that province, says in part.

"The retail implement business in Ontario is in a bad way. The poor business of the past year has resulted in the financial embarrassment of the dealers to such an extent that their prospects of success for the coming year are anything but bright.

"The discounts must be made larger. In order to enable the dealer to make a decent living after providing for his selling expense, I would suggest that not a cent less than 25 per cent off the list is adequate for one-pay sales; 20 per cent off on two-pay sales, and 17½ off on three-pay sales.

"In return for these increased discounts the dealers would endorse and guarantee all accounts.

"Roofing, fence and fertilizer manufacturers, who are in the habit of allowing the trade 7½ to 10 per cent off the list, should increase their discounts to at least 20 per cent. Their goods cannot be profitably handled by the dealer for less money.

"There never was a time when better treatment would be more appreciated by the dealers.

"If the scale of discounts that I have, on behalf of the Ontario Dealers' Association, suggested were to be put into effect, the manufacturers would be astonished at the difference that it would make in their sales.

"The dealers would get good safe business, and would be pegging away every day. They would have some heart in their work, because it would not be merely a case of swapping dollars. They could see a living profit in their work."

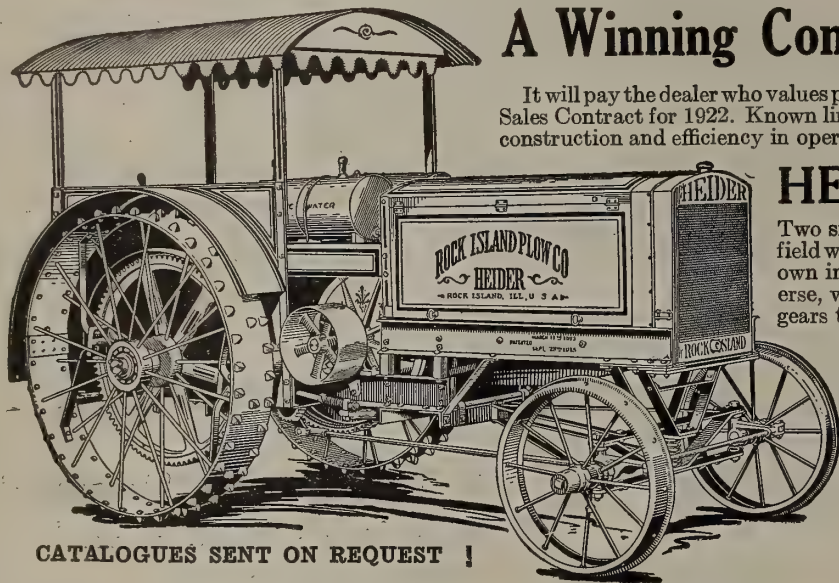
U. S. Implement Exports

The United States exported in the ten months ending October, implements valued at \$32,759,176 compared with \$38,593,057 during the corresponding period of 1920. The exports of tractors and parts from April 1 to Oct. 31, 1921, was \$3,097,646.

"WATERLOO"- "ROCK ISLAND"- "EAGLE"

A Winning Combination for 1922

It will pay the dealer who values permanent and profitable business to get our Sales Contract for 1922. Known lines with a reputation second to none. Their construction and efficiency in operation promote new business for the dealer.



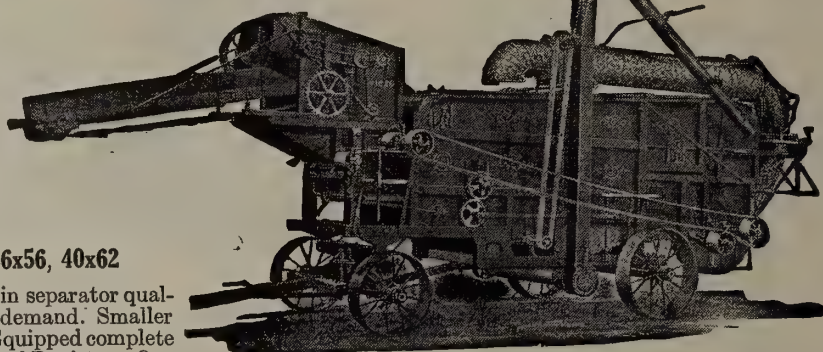
HEIDER TRACTORS

Two sizes:- 12-20 and 9-16 H.P. With 14 years field work behind them Heider tractors hold their own in popularity. Seven speeds, forward or reverse, with one motor speed and one lever. No gears to strip.

Rock Island Plows and Discs

Our tractor plows, in 2, 3 and 4 bottom sizes are equipped with the famous CTX moldboard. Our No. 38 Tractor Disc is made in 8 and 10 ft. sizes.

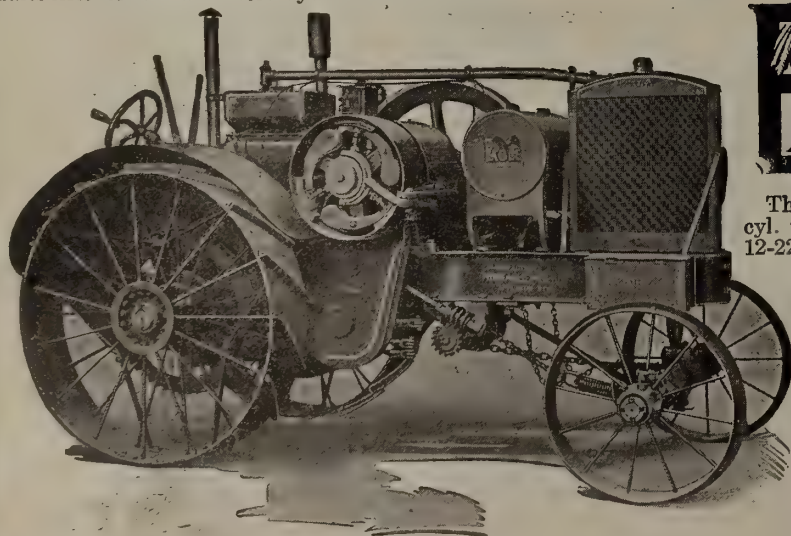
Guaranteed
Grain
Savers



"Waterloo" Champion Separators Seven Sizes

20x36, 24x36, 24x42, 28x42, 32x52, 36x56, 40x62

Canada's best threshers and the standard in separator quality for over 60 years. A size to meet every demand. Smaller models are just what tractor owners want. Equipped complete with Wind-stacker, Feeder, Wagon-loader and Register. Our sales offer for 1922 will interest you.



Tractors

12 - 22 H.P.

16 - 30 H.P.

The simplest tractors built. Have horizontal, twin cyl. valve-in-head, slow speed, heavy duty motors 12-22 is 7x8"; 16x30 is 8x8". Use gasoline or kerosene. Hyatt equipped. Dixie ignition.

Waterloo Steam Engines

In 16, 18, 22, and 25 H. P. The most economical, easy steaming engines on the market. Smooth, flexible power for plowing or threshing. Ask for special catalog.

We Manufacture and Distribute:-Kerosene Tractors, Tractor Plows, Portable and Traction Steam Engines, Separators, Wind-stackers, Baggers, Threshers' Supplies, etc.

The Waterloo Manufacturing Co. Limited

REGINA

PORTAGE LA PRAIRIE

SASKATOON

The Minneapolis Tractor Show

Bearing in mind that the show is to visualize the progress and importance of the tractor industry, and realizing that it is an institution of great magnitude, of immense educational value to manufacturers, dealers and farmers alike, Mr. Meister, Manager of the Tractor Bearings Division of the Hyatt Roller Bearing Company, announces that the whole scheme of the Hyatt exhibit will be based upon the foregoing facts.

The Hyatt Company have always taken seriously the various shows and demonstrations, believing that every company owes something of an educational value to the industry of which it is part, and even greater efforts will be made to make the Minneapolis show the most valuable of all for as Mr. Meister states at no time during the life of the power farming industry has the need for a tractor exhibit been felt as it is at this time. Therefore, greater effort should be made on the part of every Company which is a part of the power farming industry to make this show a greater success than before.

The Average Farmer Must be Shown

The wise tractor prospect does not accept a tractor's general reputation for successful use. Farms differ, soils differ, any number of individual conditions must be considered and it is as much the dealer's duty as the farmer's desire to prove that the tractor will do that particular prospect's work satisfactorily.

A clean cut sale which will make more sales, is generally preceded by a successful demonstration. Such demonstrations are more or less private and involve purchase obligation. They are the educational demonstrations which close the sale and begin the new owner's tractor education at the same time.

Even then the cautious type of farmer will have more questions to ask before he is fully sold. He will want to satisfy himself that the dealer carries an adequate stock of repair parts. Tractors, no matter how well built, are bound to need repairs sometimes and the dealer who cannot supply his owners with parts on a moment's notice has little chance of building a permanent tractor business.

A successful man goes to the highest authority; an unsuccessful one to the lowest.

COME



EVERY DEALER
Should Plan Now to Attend
America's Greatest
EXPOSITION

To be held in the New Exhibit Building, Minnesota State
Fair Grounds, between the Twin Cities,

MINNEAPOLIS--ST. PAUL

February 6th to 11th

Practically all of the great Tractor Manufacturing Companies will exhibit their latest and most improved machines. You may here see all the Tractors under one roof and compare their advantages.

Practically all of the manufacturers of Power-Drawn and Power-Operated machinery will exhibit their lines, including Plows of all types, Tillage and Harvesting Implements, Threshers, Grinders, Ensilage Cutters, Motor Trucks, Road Building Machinery, Cream Separators, Milking Machines, Light Plants, etc.

Every Dealer Should be Tractor-Informed

It is the duty of every Tractor Dealer to be Tractor-informed. The modern Dealer should be a power farming expert and be able to determine the conditions, including kind of work, amount of work, soils and crops, under which a Tractor can be used to the advantage of the farmer. He will have no difficulty in getting his share, or more, of the Tractor business in his territory if he equips himself to be of real Tractor service to the farmer.

The 7th National Tractor Show and Power Farming Exposition will afford you an opportunity to familiarize yourself with the progress that has been made in this wonderful industry—an industry that has grown to such a remarkable extent that during 1921 Tractors and Tractor-drawn machinery manufactured reached the enormous sum of \$332,400,000—or 62 per cent of all farm equipment manufactured. If you expect to sell Tractors during 1922, you cannot afford to miss this big Exposition.

These Two Features Will Help You Sell More Tractors During 1922

FREE SHORT COURSE IN TRACTOR OPERATION

A Free Short Course in Tractor Operation will be conducted by the experts of the University of Minnesota. This feature, alone, will be worth the cost of the entire trip.

THE BEST WAY TO SELL A TRACTOR

The various tractor manufacturing companies are planning to hold sales clinics, at which methods of interesting the farmer will be discussed and the best way to make sales during 1922 will be outlined.

The 7th National Tractor Show and POWER FARMING EXPOSITION

In the Year Ahead

After a year that has been fraught with the utmost difficulties what is the attitude of the experienced implement dealer at the commencement of 1922? What does he mean to do? What lessons will he learn from the past twelve months?

By careful planning, wise financing, conservative buying and strenuous labor he hopes to weather the storm and be prepared to reap the harvest of business that must come to the progressive dealer when the present menacing conditions are relieved. He fully realizes the present dilemma of his customers and sympathizes with them.

He does not think that the recently announced reductions in the price of farm equipment for 1922 will satisfy his customers nor will greatly stimulate buying beyond actual needs. He does not expect that his volume of business for 1922 will be very much greater than 1921. He will buy conservatively for 1922.

Out of his present experiences he will evolve a better financial policy for his business. In the future his notes will bear an earlier maturity date.

He knows that either the price of farm products must come up or the prices of other commodities, including wages paid labor and transportation charges, must come down. He has faith in himself and in his ability to cope with the present situation, in the ultimate return of his customers to normal buying activity.

It is none too early for dealers to prepare today for the return swing of the pendulum. Don't overstock, but by all means don't under-stock, either in machines or in optimism. We are arriving nearer a settlement of many of our present difficulties. It is very important that the dealers be ready with the ability and the capacity to go out and sell the farmers who will return to the buying market in ever-increasing numbers.

Consider the Cow

The present situation proves one point very plainly, and that is that where the farmers practice crop rotation and livestock growing, particularly dairying with a number of milk cows, they are generally in far better shape than in all-grain areas.

If ever there was a time when the farmer should have financial assistance to purchase dairy cows it is now. By getting a good number of farmers in your territory to milk a reasonable number

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS, VEHICLES, ENGINES, AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG.

WINNIPEG, CANADA

Eastern Canadian Offices: J. B. Rathbone, 95 King St. E. Toronto; 317 Transportation Bldg., Montreal.

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year

Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, JANUARY, 1922

of cows, as a dealer you will increase the farmers' earning and buying power.

The checks for cream will provide a steady cash income, the skimmed milk will make possible the raising of dairy heifer calves, thereby increasing the herd each year, increased hog production will result, more chickens and eggs will be raised, and in that way you will be doing not only the farmers and your entire community a wonderful good, but you will be placing your customers in position to buy more implements and will therefore make your own business more profitable.

Improvement Apparent

In their annual report, issued on January 3, Bradstreets say in part:

Nineteen-twenty-one was a many-sided year, and if a description were sought in a phrase, it might be said to have been the last word in irregularity. It was a period of liquidation during which the boom of 1919, punctured in 1920, was pretty thoroughly deflated. Commodity prices as a whole, continuing the reaction of 1920, though at a slower pace, were reduced to the lowest level since 1916, or half the distance from the 1920 peak, while retail prices fell about one-fourth, on the average. Crops,

except corn, were short, and farmers' returns the poorest since 1914. Industrial outputs were reduced.

Liquidation in the form of failure was heavy in 1921, as already stated, both number and liabilities exceeding any previous records. For this, low prices of farm products in the country and restricted employment in the cities—reduced purchasing power, in short—were mainly responsible. With the close of 1921 and the realization that two years of liquidation and depression have passed, the feeling of cheerfulness is more marked than it was. Summed up, the business barometer is now set at about "fair," but courage and care seem to be essentials in the commercial world as we face the uncertainties of 1922.

Join Your Association

Don't expect other implement dealers to make all the "sacrifice hits." Play the game. Join forces with them and make your association of implement dealers a vital, living force in the farm equipment trade.

Resolve, right now, that you will join a dealer's association. The dues are nothing compared to the benefits received.

Attend your conventions, mingle. Exchange ideas. Jump into the question box discussions. Ask questions. Take part in the talks; get the other fellow's ideas.

The Supply of Finance To Agriculture

Without in any way suggesting that we are financial experts, it would seem that the present system of financing the farmer is the most costly, least effective and most circuitous that could possibly be devised.

Farm financing starts at the wrong end. This applies vitally to the implement business. The farmer buys his implements on time. The dealer has usually to carry the farmer. The wholesaler or jobber has often to carry the dealer, and in turn the manufacturer has to obtain funds to assure production of implements so that he has to be carried by the bank or the investment market.

If wealth comes out of the soil, it is evident that the banks and investment market must primarily be supported by the farmers. At least it is obvious that the money from the current crop must pay the bill in the end.

This crab-like system of financing is strange. Every hand through which the money goes takes its tithe—from bank, manufacturer, wholesaler, dealer—to farmer. The farmer gets accommodation but he pays sweetly for it. His apparent cost is only the interest on his note—but we know that his real cost is included in the price of the implements. We will admit that the steps necessary in this remarkable progress of operating capital are unavoidable, and that the interest at every step must be taken. But we submit that the whole system is a development of a poor means to serve the financial requirements of the farmer.

Some means must be devised which will supply the farmer with money at a reasonable rate so that he can be a cash purchaser. In the ultimate this will lower the price of the implements and build greater stability in every factor in the chain of implement distribution from manufacturer to dealer.

Advertising as a Trade Stimulant

A remarkable view of conditions is that of the firm who discontinues advertising, and then wonders why business is so poor. The present time shows that in every case where a firm has maintained its advertising its volume has kept up as compared with the house in a similar line which, through mistaken economy, regarded advertising as a type of expense to be cut out.

Advertising properly applied so as to make every dollar invest-

ed pay, will bring higher dividends than ever before in business history. It is far from sound policy for any firm to cut out the advertising on which it has built a strong reputation, for advertising is a mighty factor in goodwill.

Some men say that no matter what advertising is done, conditions are such that it will have no effect. If so, are the hundreds of thousands of firms who have maintained their publicity simply wrong? Their balance sheets prove otherwise. Continuity in

advertising is as essential as keeping one's premises open for business. If a man shaves today and then discontinues until next week his appearance will suffer. So will the firm who lets its goods fade in the minds of the dealer or consumer.

Selling a man is a matter of repetition. You convert him once but must convince him again. Keep your goods before him all the time. Keep his mind on your product or stock. The human mind wobbles. Advertising will keep it wobbling your way.

Business Changes—Personal Items

W. S. Carroll, a dealer at Major, has sold out.

W. F. Beckett has closed his automobile business at Oyen.

Fisher Bros sustained fire loss in their business at Okotoks recently.

Fire loss is reported by the Carbon Garage & Supply Co., Carbon.

The Farmers Harness Supply Co., Ltd. has been incorporated at Hague.

J. D. Quail, equipment dealer at Ferie, died the latter part of December.

Partnership is registered in the City Tire and Vulcanizing Co., Winnipeg.

H. Ogden succeeds Allen & Young in an automobile concern at Stoughton.

Smart & Nelson have sold out their auto business at Mundare to Fred Woytkiw.

It is reported that M. G. Neil, auto dealer at Ponoka, has sold out to C. D. Enman.

Kerrs Limited are reported to be discontinuing their accessory business at Brandon.

L. J. Kourdegard, automobile dealer at Minburn, has sold out to Martin & Tavener.

Good trade was had by McKay Bros. implement and automobile dealers at Angusville.

Fire loss has been adjusted in connection with the business of W. C. Scott, hardware and implement dealer at Nesbitt.

The assets of the J. F. McKenzie Co, Winnipeg, who carried repairs for Judson engines and other lines, have been sold to J. Greenberg. W. S. Newton Co. are trustees.

George Matheson the well known Saskatchewan dealer, who operated at Craik for many years, will open an implement business at Meaford, Ont. George will line up with the Ontario Dealers Assn. as he has ever been an enthusiast for organization.

The Mission Tire Co., Calgary has discontinued.

We regret to report the death of R. Cummings, a dealer at Vulcan.

W. G. Carter has opened an auto and tractor repair business at Prince Albert.

The Richlea Garage, handling cars and tractors at Richlea, have discontinued business.

Allin and Young, auto dealers at Stoughton, are stated to have closed their store temporarily.

Kipp-Kelly Limited, machinists and repair men Winnipeg, have been granted a Dominion charter.

D. S. Collins, implement dealer at Youngstown, is reported to have closed his implement business in that town.

Goodhand & Swallow, a firm which carried on implement businesses at Rowley and Morrin, have dissolved partnership.

Urquhart & McQuarrie, farm equipment dealers at Cereal, have dissolved partnership. Mr. Urquhart will continue the business.

J. C. Brosnahan, manager at Regina for the International Harvester Company spent a day or two in Winnipeg during December.

H. J. Sykes has been appointed advertising manager for the Ontario Wind Engine & Pump Co., Toronto, succeeding James Fairbrother.

Albert Knight has discontinued his accessory and vulcanizing business at Chinook. In the same town, McKenzie and Rennie have closed their auto business.

H. W. Hutchinson, general manager of the Sawyer-Massey Co., Hamilton, Ont., recently spent a couple of weeks in the United States on a business trip.

A. Matheson, sales manager of D. Ackland & Son Ltd., Winnipeg, was appointed president of the Lord Selkirk Association of Winnipeg at the recent annual meeting of that body.

K. Kravoski is now owner of the Broad St. Garage, Regina.

G. Parker has commenced in the harness business at Big Valley.

C. B. Wilson, a dealer at Grand Prairie, died recently.

Young's Garage, at Ryley, has been taken over by F. A. Rogers.

Abraham & Parsons, dealers in Calgary, have discontinued operations.

W. Martin is the name of a new implement dealer at Maple Creek.

J. O'Brien & Son, harness dealers at Ponoka, have sold out to J. V. James.

The North Star Oil and Refining Co., have closed their branch at Regina.

E. Butts has bought out the business of Coyer & Monroe, dealers at Kinistino.

Livinghood & Roberts, dealers at Kamsack, are reported to have gone out of business.

J. J. Palling, a harness dealer at Milestone, has sold out his business to W. K. Kessler.

Mr. Tudhope who has been a dealer at Gleichen for many years, has gone to California to reside.

F. X. Chauvin, manager of the Huber Manufacturing Co., Brandon was a recent business visitor to Winnipeg.

Torphy & Paulson, automobile dealers at Alix, are reported to be commencing a branch business at Bashaw.

Moe Bros. dealers at Kisbey report a good year during 1921. They did an exceptionally heavy threshing trade.

The Denman Engineering Works, Vancouver have changed the firm name to the Denman Engineering Co, Ltd.

F. J. Weed, manager of the Winnipeg Branch, DeLaval Company, recently returned from a visit to the Pacific Coast.

Martin & Frederickson, implement dealers at Castor, have dissolved partnership. D. O. Frederickson continues the business.

O. P. Maclean, manager of the Toronto branch of the Sharples Separator Co., reports a very good business for his company in Ontario territory during the past year. Prospects are exceptionally good for 1922 said Mr. Maclean.

H. W. Hutchinson, vice-president and general manager of the Sawyer-Massey Co., Hamilton, Ont., paid a visit to Winnipeg during the holidays and went into business policies for the coming year with the branch managers of the company at Winnipeg, Regina, Saskatoon and Calgary.

Soreman & Laroway, garage men at Winnipeg, have sold out.

R. De Lamprecht has discontinued his garage business in Calgary.

T. T. Laying is now owner of the Auto Sign Paint Shop, Winnipeg.

Earl Ford has opened a car and tractor repair business at Roland.

John Kalmbach has opened an automobile and tractor business at Star City.

The charter of Tillers Machinery Limited, Saskatoon, has been cancelled.

W. W. Craig, a dealer at Waterhole, has added a line of furniture to his business.

J. Venus, implement dealer at Penticton has sold out his business at that point.

J. R. Scott, a harness dealer at Treherne, has sold out to a dealer named H. A. Adair.

Pelchat & Prince have commenced in the automobile business at Hazenmore.

Jas Playfair, garage owner in Winnipeg, lost by fire on his premises late last month.

Cannons & Brynjsson, auto dealers at Cypress River, have sold out to A. G. Johnson.

The Spotlight Garage, handling cars and accessories, has opened for business at Edmonton.

A change in ownership is reported in connection with the Stettler Vulcanizing Works at Stettler.

E. N. Argue, formerly manager at Saskatoon for the Gray-Campbell Co., Ltd., has joined the Great West Life Insurance Co.

C. W. Northcott, sales manager of the Gould Shapley & Muir Co., Ltd., Brantford, Ont., visited the branches of the company at Portage la Prairie and Regina during December. Mr. Northcott states that western business is quiet with his firm in the meantime, but that the demand in Ontario keeps very satisfactory.

W. E. McFarland, secretary of the Crescent Forge & Shovel Co., Havana, Ill., manufacturers of Crescent plowshares, spent some time in Winnipeg during December calling on their distributors, D. Ackland & Son. Mr. McFarland reported an improvement in conditions in U. S. territory. He does not look for any marked reduction in the price of share steels as this class of material is specially made and the demand is naturally limited. Mr. McFarland went fully into conditions in the west while in this city.

L. P. Woodhams, implement and hardware dealer at Elbow, has discontinued business in that town.

The Griffith Motor Car Co., Winnipeg, suffered considerably by fire on their premises last month.

Geo A. Morgan has bought out the automobile business at Rimbey, formerly carried on by Oddy & Thorp.

The Broadview hotel, Broadview, has been leased to Mrs. E. B. Byrnes, who carries on an implement business in that center.

In a recent fire in the town of Conquest, the farm equipment firm of G. A. Langtry suffered heavy loss.

Bissett & Andrews, implement dealers at Gleichen, called upon the wholesale trade in Winnipeg the latter part of December.

Hart & Monteith, auto and tractor repair men at Weyburn, have sold out their interests in that town to Taylor and Mackay.

"Ike" Woods, who has been with the R. A. Lister Co., at Guelph, Ont., for the past year, visited Winnipeg during the Christmas holidays.

E. S. Strachan, manager for the Swedish Separator Company, Winnipeg, returned from a business trip to Calgary and Edmonton early in the month.

T. H. Roney, manager of the Winnipeg branch of the Minneapolis Threshing Machine Co., Hopkins, Minn., left on December 30, to pay a visit to the factory and head offices of his company. He will be about a month in the States before he returns.

James Horan has opened a harness business at Young.

Fisher Bros., dealers at Okotoks had a fire loss in their business last month.

T. Bourque, automobile dealer at Innisfail, suffered fire loss in his premises recently.

Stewart Bros., implement dealers at Penhold, lost considerably through a fire that swept that town recently.

The assets of the late R. S. Cummings, automobile dealer at Vulcan, are being offered for sale by his administrators.

It is reported that the capital of the Tudhope, Anderson Co., Ltd., Orillia, Ont. will be reduced from \$3,000,000 to \$1,000,000.

A. Cook, manager at Winnipeg for the Gilson Manfg. Co. is at present on a visit to the factory and head offices at Guelph, Ont.

G. B. Gunlogson has been appointed advertising manager of the J. I. Case Threshing Machine Co., to succeed Geo A. Dechant who resigned to enter the advertising agency business.

J. Abra, representative in Ontario for the Twin City Separator Co., visited the head office at Winnipeg during the holidays. Mr. Abra states that business in Ontario is very good in view of conditions.

D. N. Jamieson, manager of the Winnipeg branch of the R. A. Lister Co. of Canada, Winnipeg, is at present on a visit to the Toronto headquarters of the company. He will visit the United States on his way west.

C. G. Rowley, vice-president and sales manager of the Aspinwall Drew Co., Jackson, Mich., visited the Aspinwall Canadian Company's branch at Guelph last month. He will co-operate with Mr. Jacques, Canadian manager, in the development of Canadian business.

The Final Argument

Hard times mean that the individual wants full value for his dollar. He will get it in the farm implements he buys during 1922. If cream separators saved butter fat this year they will do

so next year. If fanning mills gave good seed grain last spring they will do so next spring. If tractors saved time and money this year they will do so next year.

Apply this argument to everything in the farm equipment line, and there are no goods that should have a more reasonable possibility for demand. If your customers are to eliminate inefficient equipment and increase yields they need the goods you sell. They must make up the losses sustained by low prices by increasing their yields. This they cannot do without up-to-date implements and machinery.

Correction Regarding Claresholm Firm

On page 16 of our December issue we erroneously reported that Van Horn & Stebbins Limited, auto dealers at Claresholm had made an assignment. We regret that this report was in error and apologize for its appearance, which was due to incorrect information received.

Fairbrother Now With Gray-Dort Interests

James Fairbrother, who has been advertising manager for the Ontario Wind Engine & Pump Co., Toronto, for some years, recently resigned. He is now advertising manager of the Gray-Dort Motor Co., Chatham, Ont.

The sales and advertising departments of the Ontario Wind Engine and Pump Co. are now combined under the direction of H. J. Sykes, who will act as general sales and advertising manager. Mr. Sykes has had long experience in sales promotion and publicity and will be an asset to his organization in the position he now occupies.

A Booklet With a Real Message

The General Motors Corporation has just issued in booklet form, Norval A. Hawkins' address on "Service," delivered before the recent N. A. C. C. Service Manager's meeting.

This analysis of the vital service question has been widely

quoted in the press and has been the subject of much comment. While it deals with the service primarily from the standpoint of the passenger car, it is equally applicable to the service problems presented by the truck, tractor and allied products.

The booklet is for general distribution to the trade at large.

Merger of Well-Known Companies Gives Increased Facilities for Manufacturing of Poultry Supplies

The business of the Collins Manufacturing Company of Toronto and the Never-Fail Products, Limited of Hamilton has been combined. The new organization will be known as the Collins Never-Fail Products, Limited. They will carry on their new and enlarged operation in Hamilton in a modern factory at 1322 Burlington Street, East. C. W. Collins is president and general manager.

The new company will develop to a much greater degree the line of metal poultry supplies and fittings heretofore made by the Collins Manufacturing Company. The line of sprayers and force pumps will be continued as well as other novelties made at present and in prospect.

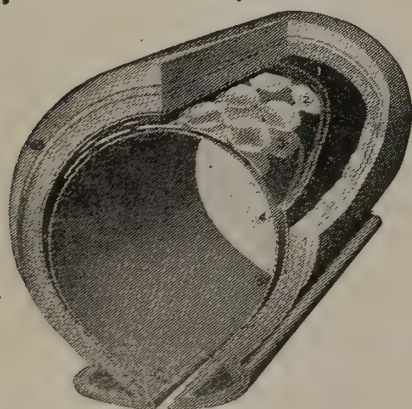
The Collins Manufacturing Company, Toronto was established in 1891 by the late G. M. Collins and has been carried on by C. W. Collins and G. S. Collins. The operations were somewhat impeded by the war activities of the two partners but since the return of peace the business has grown to a great extent.

The Never-Fail Products Limited have for the last three years made and sold the "Never-Fail" five gallon oil and gasoline cans originally made by the J. A. Harps Company of Greenfield, Ohio. Never-Fail Products, Limited obtained the Canadian rights for their manufacture and thousands of "Never-Fail" cans have been sold in Canada.

The Collins Never-Fail Products, Limited are in a position to offer their line to Canadian jobbers and dealers at attractive prices, particularly so when compared with import quotations. A large part of this line of goods has heretofore been imported from the United States and the establishment of the new company means a distinct addition to Canada's manufacturers.

The trade will receive the full benefit of the reduced prices coming into effect for galvanized sheets and other materials used in production.

DEALERS: A Good Proposition

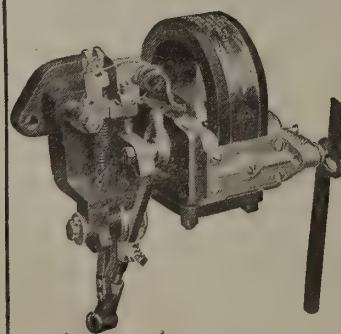


Arrange to Sell ARMORED INNER TIRES

Guarantee! Absolute Protection from all Blowouts and Punctures. Write for prices and discounts.

Armored Tire & Rubber Co.
of Canada

216 Bannatyne Ave., Winnipeg.



Keep the Engines in Your Territory Running

All makes of Magnets repaired and remagnetized. We stock the best magnets in America for car, tractor and engine ignition, and a complete line of genuine parts for all systems. Prompt service. Reasonable charges. Satisfaction guaranteed.

Licensed Factory and Repair station

Acme Magneto & Electrical Co. Ltd.

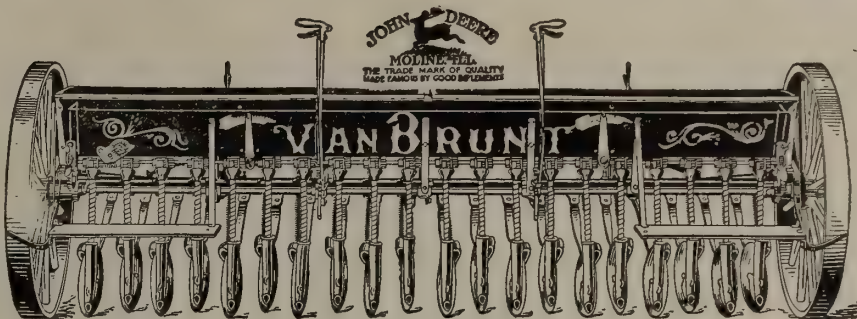
148 PRINCESS ST. : WINNIPEG, MAN.
The Foremost Electrical Repair Shop in Canada

JOHN DEERE STARTS 1922

With a new lease of Hope!

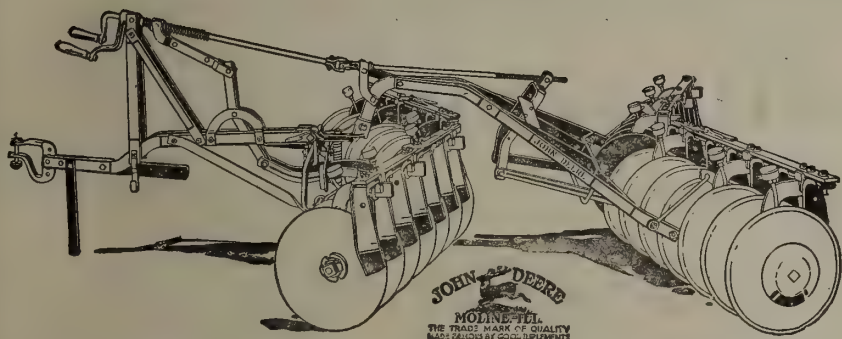
To Increase Yield - Seed with a VAN BRUNT DRILL

This is not a promise but a fact in the experience of every grain grower who has used it. High grade seed wheat is expensive and not a kernel is lost if it is lodged in its billet through the patented force-feed of the Van Brunt Drill (single or double disc.) Adjustable pressure springs force all discs to cut furrows of equal depth, and any size of seed from alfalfa to bearded oats passes freely and regularly through the seed tubes to its correct depth and is immediately covered.



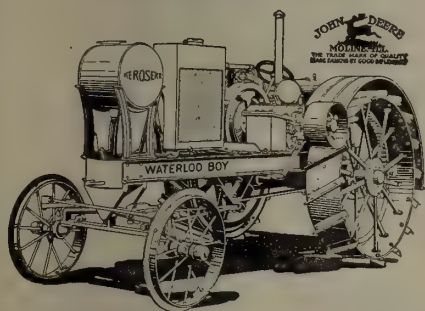
JOHN DEERE MODEL "L"

Tractor Disc Harrow



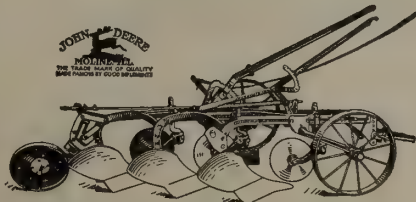
A GREAT TRACTOR-PLOW COMBINATION

THE FAMOUS "WATERLOO BOY"



12 H.P. on Draw Bar--25 H.P. on Belt

We believe to be the most practical, economical and reliable farm tractor yet designed. Six years of uniform success in giving real service has demonstrated this in the most emphatic way. It is a three-plow tractor—the handiest size of all for any size of farm. Burns kerosene with no draw-back because a special manifold, built to gasify the kerosene converts the fuel into the proper condition for complete combustion. All the fuel is converted into power. The spark plugs are not fouled, the cylinders remain free from carbon and the lubricating oil is undiluted.



You can't sell a better piece of any kind of farm equipment than a John Deere Plow.

THE BUSINESS END

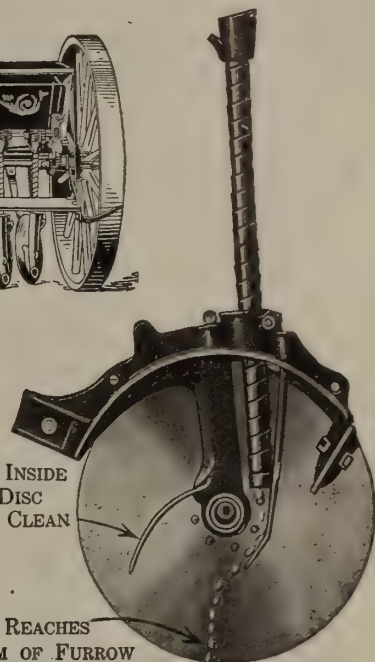
of the combine, however, is the John Deere tractor-pow, equipped with genuine John Deere bottoms that are shaped to scour, turn and deal with the soil to the best advantage. The simple positive power lift insures a quick and high lift from the soil. No trouble from trash gathering when transporting or turning at the ends. Extra heavy beams of special John Deere steel are guaranteed not to bend or break.

With Yielding Lock

This is a real innovation in disc harrows. Does absolutely perfect work, lots of it, and the operator controls every movement from the seat of tractor. Model "L" finally and completely discs the soil the entire width of the harrow, even when it is travelling over depressions and obstacles.

KEEPS INSIDE
OF DISC
BLADES CLEAN

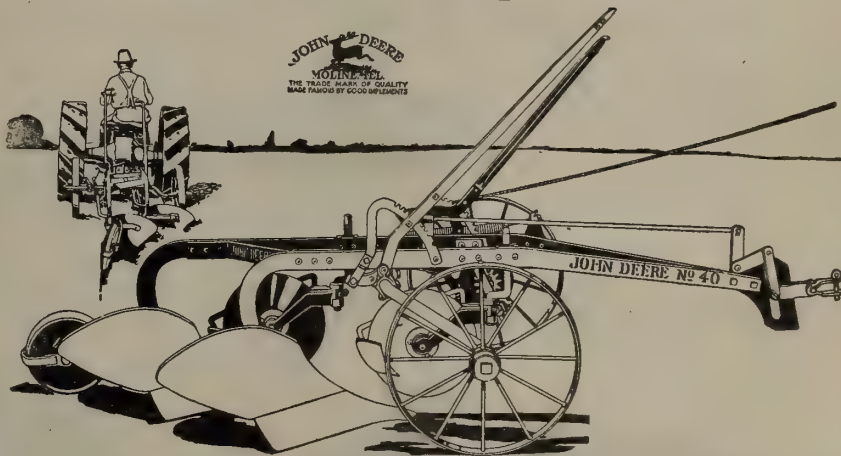
GRAIN REACHES
BOTTOM OF FURROW
BEFORE TURN OF DISC STARTS UPWARD



NOTE the two convenient cranks—one for each section. With these cranks the gangs of either or both sections can be set from a straight line to extreme working angle, without stopping or backing. Model "L" is the most flexible of flexible harrows and can be adjusted to conform to irregular surfaces.

Patent automatic yielding lock—coupling locks rear section when going straight ahead, preventing rear discs from trailing in furrows made by front discs. When turning, this lock yields—there is no dragging of harrows around corners. Pivoted yoke on front section permits inner end of either gang to run above the other without raising the entire harrow from its work.

JOHN DEERE No. 40 Gang Plow



has been specially designed and built for the Fordson by a firm that knows how to provide a perfect plow service to any style or strength of power. "No. 40" has important built-for-the-Fordson features possessed by no competitive plow.

NOTE; the self adjusting hitch, no other plow has it. With this the plow automatically maintains the correct line of draft as depth of plowing is varied. Bottoms run true and have the right suction at all times—no "nosing in" or "hopping out" of the soil.

The clevis flexes up and down; permitting the plow to run smoothly, to maintain even depth and keep on doing first-class work regardless of action of the tractor in passing over uneven ground. It weighs no more than the average horse-drawn sulky. Beams are guaranteed not to bend or break. Frame connections are hot-riveted extra strong.

You can't start the New Year with greater prospects than by getting in close touch with the John Deere line—what it means in making the farm and consequently the dealer's job a big paying business.

JOHN DEERE PLOW
Winnipeg, Regina, Saskatoon,

COMPANY, LIMITED
Calgary, Edmonton, Lethbridge.

Harvester Head Sent Message to Dealers

In his Christmas message to the dealers of his organization Harold F. McCormick, president of the International Harvester Company, said in part:

"We have built during these past years a structure meant to withstand any difficulties which may be encountered from adverse economic or competitive conditions. We are built to weather any storm.

"But although we can be fearless, yet we must not be hazardous. We can be foreseeing and yet not blind to each moment of today. The Harvester family is undivided, though some at this time may be within the immediate ranks of the family and some may be outside waiting for the gates of activity again to be thrown wide open, welcoming revival and

the return of those for the time being away.

"Today the farmers are buying more than they have been in the immediate past, and if we were farmers perhaps we would, from good judgment, or from necessity have done just what they did. How can we otherwise do honor and credit to them than by respecting their point of view, and making the best of it until they are in a different condition of mind?

"It is natural, however, that while they try not to buy we should try to sell, and that this should result in the present equilibrium between the two economic ideas. Let the matter be talked out and settled on that basis. When the Harvester Company selling organization can show the farmer he needs its goods in large quantities, then the Harvester

Company manufacturing organization can quickly reassemble to produce them."

British Manufacturers Ready for Export Business

B. G. Jones, manager of the Acme Magneto & Electrical Co., Winnipeg, recently returned from a three months visit to Great Britain. Mr. Jones visited the leading British factories producing magnetos and ignition equipment, and states that he finds the British manufacturers fully prepared to develop an overseas demand for their product. Several leading British lines will be on the market in Canada this year.

While we're prohibiting, why not prohibit earrings? They are our most cherished aversion.

A SALE OF REPAIRS

The farmer gazed with heavy frown

Upon his mower, broken down,
Then hastened to the nearest town
To buy repair.

He told the dealer of his woe,
And how much hay he had to mow,
But not a number did he know,

Nor seemed to care.

"The part I want," he wisely said,
"Is hollowed out and painted red.
I had the number in my head,

But I forget.

It holds the thing-um-bob in place
About an inch from that long brace

That fastens to the big main base,
And keeps it set.

"You surely know just what I mean,

It broke before on this machine,
The what-you-call-ums it's between

And just behind

The thing which moves along like that,

About as big as this old hat
Would be if you should smash it flat,

I think you'll find."

The dealer sighed and shook his head.

"I don't know what you mean," he said,

"We'll have to search the extra shed.

So come along.

If you would only tax your brain
So that the number you'd retain,
Or bring the old part in, 'tis plain
You'd not go wrong."

From end to end he searched the bins,

Clawed over castings, bolts and pins,

And skinned his fingers and his shins;

It made him "cuss."

But still he searched with sinking heart,

(He'd seen two customers depart)
And in the last bin found the part.

'Twas ever thus.

"That's it," the farmer cried with glee;

"I thought 'twas number thirty-three.

Now, what's the price of that, to me?

Great Jumpin' Frogs!

Not forty cents? An awful rate
For a thing that hasn't got no weight.

Oh, well, just put it on the slate
'Till I 'thresh my hogs."

In its entirety, the list of power farming equipment offers tractor dealers seasonable machines to sell during the winter months, as well as in spring and summer, insuring a profitable business for the live-wire salesman.

Get Ready for Spring Business. Stock Crescent Plow Shares

Leaders--In Forge and Furrow

Made in More than 1200 Patterns. There is a "Crescent" Share to meet every Demand in Your Territory



The Fit of every Share is guaranteed. Perfect Finish. Finest Soft Centre and Crucible Steels are Used

Big Demand—Quick Turn-over—Nice Net Profits

Conditions and prices may be against heavy implement sales this Spring, but there will be a good replacement demand for shares. Stock and supply "Crescent" Shares. It means cash sales and steady sales. They offer dealers a real opportunity.



Regular Style. Bolted and Fitted Plow Share. Perfect in Fit. Best in Quality.

"Crescent" Shares are foremost in quality and accuracy of fit. The fit of every share is tested before it leaves the factory. Backed by a broad guarantee. Dealers who sell them find that every share sold sells a dozen. Repeat orders are invariable with this line.

Ask Ackland's for the Latest Lists and Prices



Crescent Engine Gang Shares. Fitted and Bolted. Unequalled for Power Outfits.



Reverse Side of Regular Style Share. Note the Wide REINFORCED POINT and WELD.

Made by experts, the popularity of Crescent Shares assures you permanent and profitable business. Handle them and you get compliments—not complaints. Size up your demand. Lay in your Spring requirements—NOW. Crescent Shares will stimulate your 1922 trade. Write our Distributors.

Exclusive Manufacturers

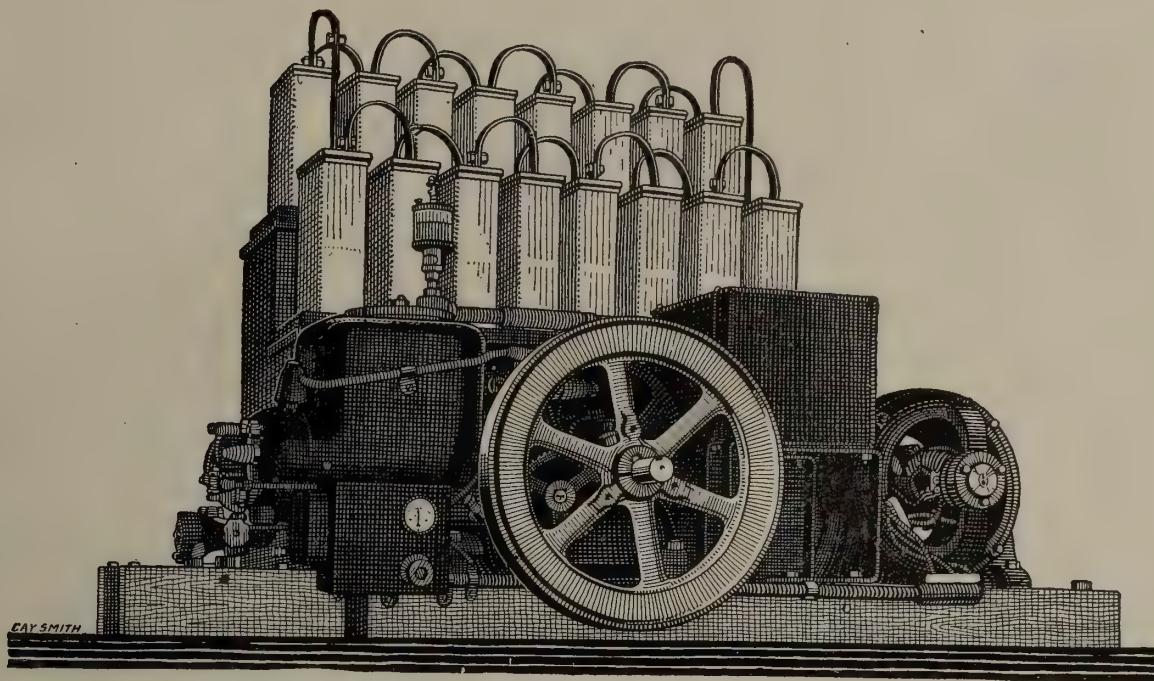


Havana, Ill., U.S.A.

Sales Agents for Western Canada:

D. ACKLAND & SON, LIMITED

WINNIPEG AND CALGARY



The Fairbanks-Morse Type "F" 40-Light Plant Now Reduced to **\$350**

F. O. B. Toronto

This places this wonderful little farm lighting plant well within the reach of every farmer in your district. Think what this means to you as a dealer—the sales possibilities that it offers.

You have lighting plant prospects in your territory. Tell them of this reduction; explain the advantages of this most economical of all lighting plants. Tell them about the low speed engine and high speed generator, the fuel economy and the safety insured by the installation of such a plant.

Write today and ask about the Special Terms we are offering to Dealers.

The Canadian Fairbanks-Morse Co., Limited



St. John Quebec Montreal Ottawa Toronto
Hamilton Windsor Winnipeg Regina Saskatoon
Calgary Vancouver Victoria.

How Can a Farmer Judge the Best Tractor to Buy?

W. S. Frederickson, Sales Manager Hart-Parr Company

At the present time there are manufactured and advertised for sale about 230 different makes of tractors. In the writer's opinion in five years there will be less than twenty of these same companies building tractors. This seems unbelievable, but nevertheless many industries in similar lines of business have gone through the same experience. Recently the writer saw a list of what was termed "Orphan Automobiles," and in this list there were 326 automobile makers who had marketed cars and in a short time had gone out of business.

It would be mighty nice if a farmer had a short-cut for judging a tractor so that he could be sure it would not be an orphan in a few years. There is no such short-cut, because, in addition to a tractor being correctly designed, there are elements of management, finances, etc., to be taken into consideration, and a farmer is very much handicapped to judge whether a company has efficient management and sufficient finances to make a success.

Factors to Consider

There are elements, however, that a farmer can judge, and which we believe are the nearest short-cut for a farmer to size up what tractor he should buy.

The best tractor for a farmer to buy is one that has:

1. The least labor cost.
2. The least fuel and oil cost, and

3. The least interest, repairs and deterioration cost.

Judgment on the first item is not difficult because a tractor which will plow 12 acres in 10 hours, as compared with a tractor that only plows 6 acres in 10 hours, reduces the labor cost of the tractor one half. So a farmer should see that he has a tractor with a capacity for a large volume of work in a short time. Plenty of surplus power permits a tractor to do the largest volume of work without the overloading which causes rapid deterioration.

The second point, fuel and oil cost, is not as large a matter in the average tractor as either of the other two. Nevertheless, this item should be watched carefully and the farmer should convince himself that the fuel expense of the tractor is reduced to the minimum. Without question, this means that a tractor must be a successful kerosene burner, it must use sufficient lubricating oil to properly lubricate and yet it should not use so much that the expenses of lubricating oil are prohibitive.

The final division, interest, repairs and deterioration cost, is an item, complicated on the surface, but a little analysis will permit a farmer to judge a tractor from this angle.

If a farmer pays \$3,000 for a tractor, to do the same work as a tractor he can buy for \$1,500, his interest cost will be double.

Repairs on an inaccessible, complicated design will always be much greater than those on a simple, accessible design. It is not altogether the cost of repairs to make replacements that counts, but the time to make these replacements must be taken into consideration also.

The average connecting rod bearing sells for \$3. If a man replaces a bearing and it takes him ten hours to do so, as compared with another tractor which can be replaced in five hours, his repair cost is one-third more in the complicated design.

Deterioration is the natural wear and tear on the tractor. A farmer can be a good judge on deterioration, for if a tractor is constructed with small, fine parts, needing minute adjustments, he can expect his deterioration to increase very rapidly over a tractor that has large, husky, long-life parts, where minute adjustments are desirable, but not necessary.

In designing tractors there have been two types of engineers. The type that design with the idea in mind of its requiring an expert mechanic to overhaul or rebuild a tractor, and the type that design with the idea in mind that the farmer shall be his own expert and mechanic.

We have made a great many investigations on tractor costs with the result that we have come to the conclusion that the three components making "the best tractor" are divided in importance as follows: 37½ per cent is labor, 37½ per cent is interest, repairs and deterioration, and 25 per cent is fuel.

The tractor which reduces these

costs to the lowest figure is the best tractor for anyone to buy.

A Spring Starter For Tractors

I. J. Maha, Minneapolis, is manufacturing a new type of starter for tractors, of his own invention. In its operation the starter turns the engine about ten revolutions, and does it three times as fast as can be done by hand. When the engine fires once the spring still has tension on the crankshaft and turns the engine past the next compression, thus starting the engine effectively. The device is operated from the platform by a lever near the steering wheel. The crankshaft is turned as the spring releases, and after the engine starts the spring is rewound with the engine. In case the unwinding of the spring fails to start the engine, the spring can be rewound by a lever to get the tension.

Concrete Machinery Co. Expands

The London Concrete Machinery Co., of London, Ont., have purchased the business of the Ideal Concrete Machinery Co. of Windsor and are moving the entire plant to London. The Ideal line consists of the Ideal concrete block machine, Ideal power tamper and ornamental moulds.

Whitney Issues Book

The Whitney Tractor Co., Cleveland, Ohio, have issued a large portfolio, known as the Whitney Plan. This book is described as a "program for placing the sale of tractors on a sound basis." The booklet contains some interesting facts and figures on the trade possibilities under the Whitney plan. Copies will be sent interested dealers on request.

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The **STOVEL CO. Ltd.**
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

The Famous "GARDEN CITY FEEDER"

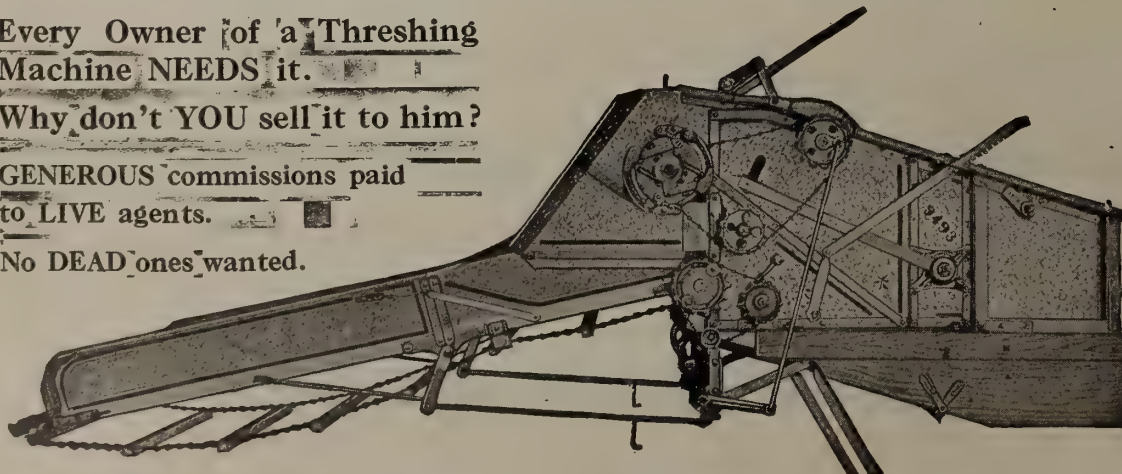
The World's Best Band-Cutter and Self-Feeder.

Every Owner of a Threshing Machine NEEDS it.

Why don't YOU sell it to him?

GENEROUS commissions paid to LIVE agents.

No DEAD ones wanted.



ASK ANY OF THE FOLLOWING FIRMS FOR CONTRACT

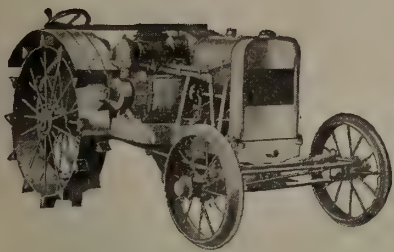
The GARDEN CITY FEEDER CO., Ltd., Regina, Sask.

BRUCE DAVISON CO., Brandon, Man.
A. E. GARDINER, Saskatoon, Sask.

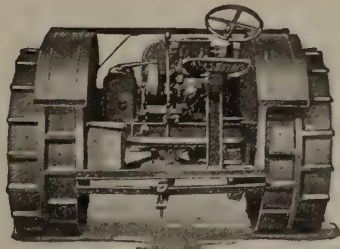
W. S. MUNROE CO., Calgary, Alta.
MART McMAHON, Lethbridge, Alta.

WE ALSO SELL THE CASWELL ADJUSTABLE BELT GUIDE

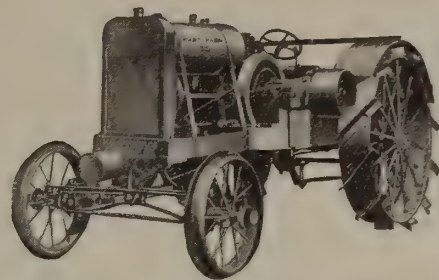
Here is the Hart-Parr Line for 1921-22



The New Hart-Parr "20"



Hart-Parr
Road Maintenance Tractor



The Famous Hart-Parr "30"

Back to Pre-War Prices

This cut brings Hart-Parr "30" and Hart-Parr "20" to the lowest prices ever quoted on them

OUR new dealer contract effective November 1, 1921 offers the following advantages to Hart-Parr dealers:

A three-plow tractor, a two-plow tractor and a special road-maintenance tractor, all backed by twenty years tractor building experience and at prices that will enable you to meet any competition successfully;

A typical Hart-Parr contract, protecting the dealer's interests right down the line and more liberal than ever as to discounts and territory;

A continuance of our policy of rebating the dealer one half the cost of his local newspaper advertising;

Sales, Service and advertising cooperation that will enable you to become the leading dealer in your community;

There's a big future for us and our dealers. Tie up to Hart-Parr experience and prestige. Write for the plan in detail, stating your qualifications.



Many of the old Hart-Parrs that plowed the virgin prairies of the Northwest are still in use today. The great grand-daddy of all Tractors was old Hart-Parr No. 1, built in 1901.

HART-PARR COMPANY

Founders of the Tractor Industry

438 Lawler Street

Charles City, Iowa

—Distributed in Canada by—

Hart-Parr Company, Branch, Regina, Sask.

United Engines and Threshers Ltd., Calgary, Alta.

Saskatchewan Grain Growers Ass'n., Regina, Sask.

Hart-Parr of Canada Ltd., Winnipeg, Man.

The John Goodison Thresher Co. Ltd., Sarnia, Ont.



POWERFUL STURDY KEROSENE TRACTORS

HART-PARR

FOUNDERS OF TRACTOR INDUSTRY



Where Co-operation Ends

In a recent press communication, C. Pickard, a county agent in Iowa, gave details of how co-operative buying by farmers may become a boomerange. Last year a farmers' association purchased three care of twine. The idea was so good that certain dealers were left with heavy stocks on hand. But, says Mr. Pickard, as a result, what happened? He proceeds:

"This spring it was with some difficulty that the dealers were persuaded to handle twine at all. It was necessary that dealers should carry twine, for some farmers could not pay cash at the car, many were in the habit of waiting until they ran their binders out before thinking of twine, and without the dealer there would be no way to supply odd balls, for the farm bureau has no storehouses or distributing system.

"It looks like a clever trick at first to show the dealers up this way, but when they call our bluff and withdraw from handling these commodities in which we have shown them up, then we are stuck, for we have started something we can't finish. We are not prepared to give this service to all kinds of farmers every day in the year."

U. S. Implement Firms to Extend Terms

It is reported that a number of the full line implement houses in the United States will soon issue a plan for extending terms on implement sales to farmers. It is believed that the terms committee

of the U. S. National Assn. of Farm Equipment Mfgs. has approved the suggestions made by association members who will consider the matter.

Under this plan, it is stated, it will permit a dealer to give farmer's notes of \$100 or more to manufacturers to be applied as direct credit on the dealer's account or held as collateral. The notes must carry the endorsement of the dealer. The offer will only be good under the 1922 contract, expiring December 31, 1922.

Wedlake Now President of Cockshutt Plow Co.

His Honor Lieut-Governor H. Cockshutt has resigned his position as president of the Cockshutt Plow Co., Brantford, Ont. He is succeeded as president by George Wedlake, who for some time has been acting as vice-president and general manager. Mr. Wedlake will continue in the capacity of general manager as well as fill the presidential position.

Cultivate Wood Saw Trade

Several companies manufacture wood saws suitable for operation with tractors or stationary engines. In many districts dealers should be able to stimulate a demand for this type of equipment, for wherever there is wood to be cut the saw is a profitable investment.

During the winter months, therefore, tractor dealers can increase their income and keep their sales force busy by selling saw mills to farmers. In communities where a saw mill al-

ready is owned by a farmer, other farmers are familiar with it and have a general idea of the type and size they would need. Dealers should be careful to see that pulleys are of proper size and ratio to give the necessary speed of the mill for satisfactory work.

The Comparison of Prices

In the farming machinery industry the consumer still regards the price of goods as too high. This may be due to the fact that manufacturers have made no special effort to show the public a comparison of prices twelve months ago and present quotations for the same lines. A number of reductions may have been made in the year. Individually they may not be large, but totaling the whole and comparing the prices of to-day with twelve months' ago a substantial cut may be evident.

One U. S. company adopted this policy and advertised the figures. They found that many customers expressed surprise at the sale reduction. Business was stimulated. It pays, in times like the present, to show the customer the actual reductions made in a twelve-month period, when so often he thinks prices are practically as high as they were a year ago.

Car Trade in Great Britain

The automobile industry in Great Britain is passing through a very trying period. There is little hope of improved conditions in future and a great deal of price cutting is evident so as to stimulate demand. Many manufacturing concerns, some owning huge plants, have gone into liquidation. It is considered that a good number of producers will be squeezed out by excessive competition.

During the first nine months of 1921 the United Kingdom imported 4,276 cars, 2112 commercial vehicles, 3,019 chassis and 2023 motorcycles, a total value of about \$24,211,000.

In the same period the United Kingdom exported 1557 cars, 591

trucks, 847 chassis and 7039 motorcycles, with a value of about \$22,578,905.

More than half of the imports came from the United States with Canada, France and Italy next in order.

Automotive Equipment Exhibition Feb. 6-11

Plans for the second annual show of the Western Canada Automotive Equipment association in the Board of Trade building, Feb. 6 to 11, 1922, are rapidly nearing completion. The show gives promise of equaling anything of its kind ever held in North America, and no efforts are being spared by the committee in charge to make this an accomplished fact.

Canada's Cream Separator Market

Up to March 31, 1921, for the preceding fiscal year, there were a total of 31,001 cream separators made in Canada. The total value was \$1,683,634.

Cream separators imported from all countries were 24,383, with a value of \$956,785, and exports amount to \$157,208. From these official figures it may be seen, by deducting exports, that the total value of separators purchased in Canada last year was \$2,483,211. Of this amount the Canadian production was 61 per cent.

Sharpe Leaves Tractor Concern

G. B. Sharpe has been appointed advertising manager of the Burroughs Adding Machine Co., Detroit, Mich. For the past two and one-half years Mr. Sharpe has been assistant general sales manager of the Cleveland Tractor Co., Cleveland, O. Mr. Sharpe was with the De Laval Separator Co., in New York for nearly ten years, and before going to New York was advertising manager for the Studebaker Corp., South Bend, Ind., for four years.

L. Fetterly has opened a harness business at Waskatenau.

TAKE A VACATION THIS WINTER

VISIT

Vancouver and Victoria

SEE NEW SIGHTS—ENJOY YOUR
FAVORITE OUTDOOR RECREATION—
SPLENDID MOTOR ROADS—
MAGNIFICENT SCENERY

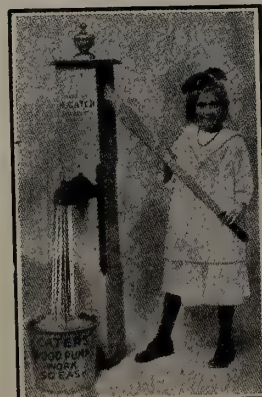
A DELIGHTFUL CLIME
IN WINTER TIME

THIS SEASON EXTEND THE TRIP TO
CALIFORNIA



FOR FULL INFORMATION ASK ANY AGENT OF THE

Canadian Pacific Railway



Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.
BE SURE and send your orders to
CATER, and get the business in your district.

H. CATER, Brandon, Man.

A New Canadian Industry



The Great International Harvester Factory at Chatham—The Home of the New International Speed Truck

International Speed Truck

The most recent addition to the line of International Motor Trucks is Model S Speed Truck. Impartial engineers, buyers and users unite in declaring it to be the strongest built light delivery truck in Canada.

We have every reason to believe that this is true. And there is an excellent reason. Model S Speed Truck has been built down from a well established line of heavy duty trucks—instead of built up from a passenger car. Frame, wheels, tires, engine, transmission and rear axle are of heavy truck design. The highest grade material is used and no effort has been spared to make the truck measure up in every particular to the good reputation which International Motor Trucks everywhere enjoy.

From the start the International Speed Truck has grown steadily in popularity among business men who want quality, durability and low-cost operation combined with speed. Sensing the growing demand for this Model, the Harvester Company immediately arranged for its manufacture at Chatham Works—where, for many years, Chatham, McCormick and Deering wagons and sleighs have been built for the Canadian trade.

This move makes the International Speed Truck a genuinely Canadian-made product and brings closer to the user the practical after-sale inspection and engineering service for which International Motor Trucks are justly famous in every Province of the Dominion.

Other Sizes and Capacities

Model 21-	2000 lbs.	Maximum
Model 31-	3000 lbs.	"
Model 41-	4000 lbs.	"
Model 61-	6000 lbs.	"
Model 101-	10,000 lbs.	"

INTERNATIONAL HARVESTER COMPANY

OF CANADA LTD.

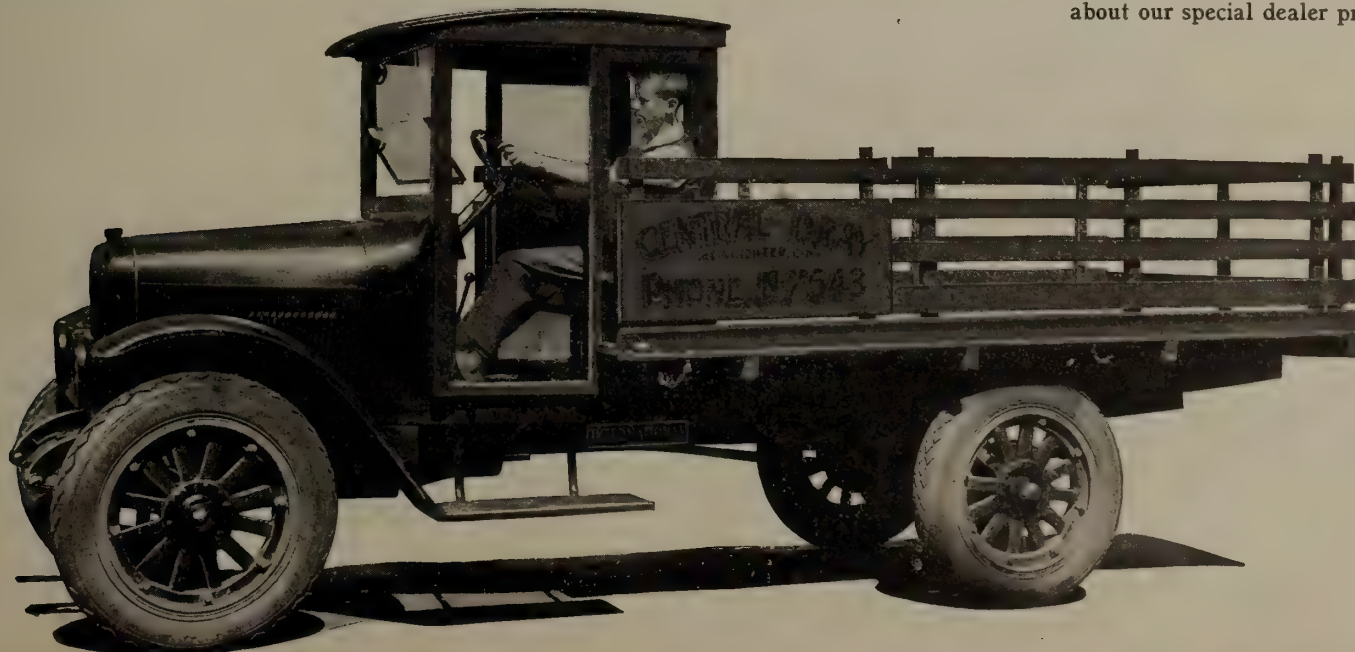
HAMILTON CANADA

WESTERN BRANCHES—BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA.,
ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.

EASTERN BRANCHES—HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST. JOHN, N. B.

Of Interest to Dealers

An International Speed Truck equipped like the one below would be a money-making asset to your business. It is a practical hauling unit that can be used every day in the year and it constitutes a foundation for a lucrative business in the future. Ask the blockman about our special dealer proposition.



New Track on Model "F" Cletrac Radical Departure From Usual Design

There are so many unique features in the design of the New Model "F" Cletrac recently placed on the market by The Cleveland Tractor Company that it is difficult to say which has attracted the most attention. While its unit oiling system, accessibility, remarkable power in proportion to size and weight and its wide adaptability each demand attention in themselves, the unique track assembly and design of this model deserves special mention.

With one other exception, where a ball race is employed to minimize track friction in a tractor of crawler type, the Cleveland Tractor Co. states that all other tank-type or crawler tractors utilize the multiple track wheel type of construction and the Cletrac Model "F" is the first tractor of this type that utilizes a floating roller chain to minimize frictional resistance and wear of the track.

As will be seen by the accompanying illustration, the driving sprocket for the track is located well up from the ground, for pro-

tection from mud, grit and sand. The track runs upon a pressed steel frame which is formed as to provide an inner race for the floating roller chain, which acts as a bearing. The track forms the outer race. Owing to the solid support for the roller chain along the entire length of the tractor at the bottom, there is said to be no sagging of the track in encountering rough going. The frame acts as a solid support. The use of the floating roller chain, upon which the track moves, eliminates the necessity for lubricating the track. The track shoes are formed cold from chrome steel, and hardened, and are designed to present a continuous solid traction surface, which is self-cleaning.

The British Industries Fair

The eighth annual British Industries Fair which embraces a large number of the most important lines of British trade, will be held in London and Birmingham from February 27, to March 10. This is purely a trade fair where buyer and seller meet, not an exhibition. This Fair, whether regarded from the point of view of



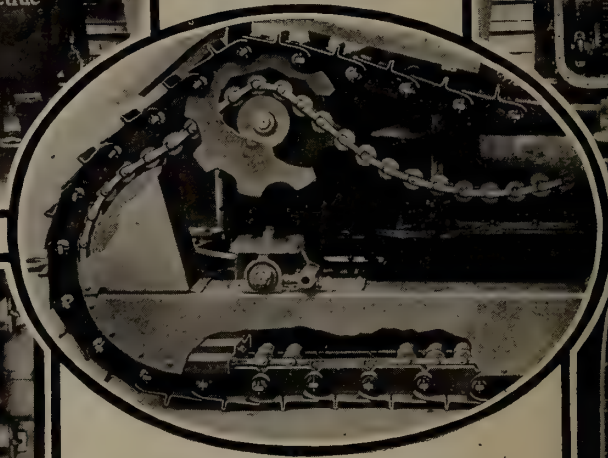
Rear View
Cover Plate On



Rear View
Cover Plate Removed



Track Shoes with View of
Guide Rail and Roller Chain



Cutaway Showing Operation of Track and Roller Chain



Section of Track Frame
Note Channel for Roller Chain

It doesn't take an expert to get at the insides of Cletrac "F." The owner makes his own adjustments easily and quickly because of the Cletrac's unusually accessible design.

By reducing the tractor rolling resistance through the roller chain support, Cletrac "F" delivers more power at the drawbar than any other tractor of its size, weight or rating.

size, diversity of products shown or resultant business, now surpasses in importance and value to the world's markets any other trade fair or similar purpose. A considerable number of Canadian buyers are making arrangements to attend. Admittance is restricted to trade buyers on invitation of the British Government and business is not impeded by crowds of sightseers.

While participation in the Fair is confined to manufacturers in the British Empire as exhibitors, many overseas buyers will undoubtedly continue to utilize the services of merchant houses who fill so important a role in the export trade of the United Kingdom. From the buyer's point of view, however, the Fair has the great advantage of personal contact with the actual producer.

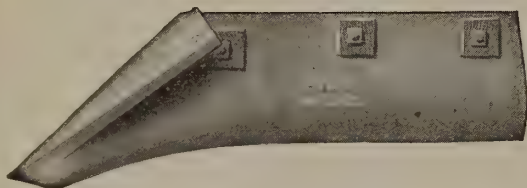
In organizing the Fair, the British Government Department of Overseas Trade pays particular attention to the comfort and

convenience of buyers from the various Dominions and other parts of the world. Special reading and writing rooms are available where buyers may consult qualified officers of the Department who will be able to indicate sources of supply of any goods required and to give information regarding tariffs, shipping and transport, trade conditions, etc., throughout the world.

Among the lines to be exhibited are:- Lighting plants, implements, mill supplies, general machinery, small tools, motorcycles, accessories, paints fencing, cardage products, ornamental iron work, etc.

The London section of the Fair will be held at the White City, the Birmingham section in the Castle Bromwich Aerodrome. A floor space of 1,130,000 square feet will be used at Birmingham alone. Full information may be had from the British Trade Commissioner, 610 Electric Railway Chambers, Winnipeg.

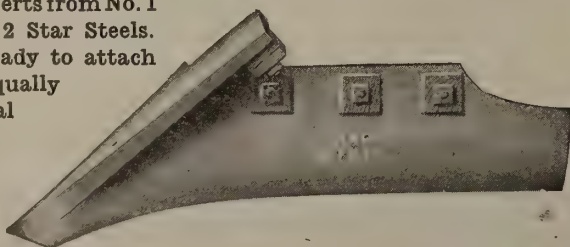
"Star" Fitted Plowshares Mean Quick Turn-over for the Dealer



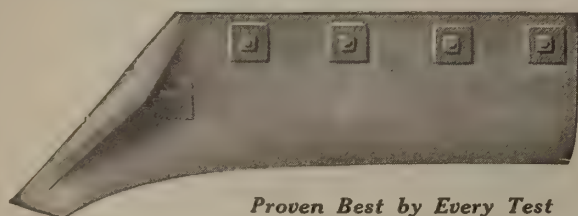
Don't spend all your time pushing high priced goods on long terms. Handle Star Shares. They assure ready sales and nice cash profits. It will pay you.

A Type for Practically Every Plow. Perfect in Quality, Fit, Finish and Satisfaction.

Manufactured by experts from No. 1 Soft Centre and No. 2 Star Steels. Fitted with bolts ready to attach to the plow. Fit equally as well as the original share. Lower your overhead and build business by selling Star Shares.



A Reinforced Landside on Star Shares Strengthens the Weld. Ask Your Nearest Jobber for the Latest Lists.



Proven Best by Every Test

Made Exclusively By the

Star Manufacturing Company

Carpentersville, Ill., U.S.A.

Jobbers in
Western Canada
Wilkinson - Kompass Ltd.
Winnipeg
F. G. Wright & Co., Winni-
peg
J. H. Ashdown Hardware
Co., Winnipeg, Saskatoon
Calgary
Western Implements, Ltd.
Regina
Metals Ltd., Calgary and
Edmonton
Western Canada Hardware
Co., Lethbridge

WE MAKE Less Than Pre-War Prices

ON

Independent Harvester Company's Line of Sulkys, Gangs and Grain Drills

Write Us For Agency

MARTIN & KENNEDY COMPANY

KANSAS CITY, MO., U. S. A.

SHIP FROM MINNEAPOLIS

British Implement Trade Bulletins

A firm of engine distributors in London are quoting their engines at the following prices: 1 3-4 h.p., \$125; 2 1-4 h.p., \$150; 3 h.p., \$215; 4 h.p., \$310 and 6 h.p., \$460.

The "Overtime" tractors, which is the British name for the Waterloo Boy, is carrying a new price of \$1750, with freight paid.

Phipps & Son, Chippenham, England, have adjusted prices for their line of tractor plows and cultivators. Two-furrow plows are now \$178, and three-furrow, \$235. Their tractor cultivators are: Seven teeth, \$170; nine teeth, \$178 and eleven teeth, \$205.

The Austin light weight tractor, a popular type in Great Britain, is quoted at \$1800, f.o.b. factory at Birmingham.

The Implement and Machinery Review, London, reports that although the tractor demand in Great Britain is discouraging owing to conditions, farmers are showing a keen interest in cultivating and plowing outfits.

In British cream separator trade the bottom is being knocked out of the market by the introduction of German made machines at prices which the British factory cannot hope to meet.

The British are a remarkable race. At the recent Dairy Farmers' Association Show in London, a silver medal was presented to a German-made cream separator exhibited by an Irish firm.

In England the Case tractor is sold by the Company's branch in London. The 10-18 is quoted at \$1500 and the 15-27 at \$2425.

There is at present a considerable amount of price cutting going on in the tractor trade in Great Britain. The pace is being set by an imported machine. Low price and inferior make are not wanted in Great Britain. The director of a large implement house recently bought three tractors for 35 pounds, say \$175. The machines—you have one guess at the make—were imported. They had gone in the crank case and to the farmer-owner were useless.

One of the leading British thresher factories of large capacity, is producing only 3 per cent. of what it is able to turn out. Conditions overseas must be akin to Canadian territory. Another story is that of a British dealer who normally sold a hundred binders in a season. Last season he sold three.

Owing to conditions, three new designs of British-made tractors are being withheld from the market until a more propitious outlook is apparent.

In a recent address on the tractor, a British engineer stated that the weight limit for machines in that country should be 3360 lbs. He believed that time would develop two types of tractor for British trade—a 45 h.p. machine for deep plowing and threshing, and a 15 h.p. tractor for harrowing, packing and other light work. For the immediate future a general purpose tractor of 25 to 30 h. p. would sell most readily. The greatest necessity, he claimed, was a quick and efficient means of changing from spuds to continuous rim wheels, and vice versa.

A leading British designer, in talking upon plow development for the past fifty years, says that even in 1870 farmers considered the rotary tillage principle of cultivation. The rotary cultivator, however, could not replace the plow for it did not set up the land properly.

The Bon-Accord Engineering Co., Aberdeen, Scotland, have placed an all-steel thresher on the market. This machine is especially designed to meet the Indian demand for a type to simply thresh the wheat and shake the straw. The grain is only partially separated.

Martins' Cultivator Co., Stamford, have developed a self lift tine tractor harrow, especially designed to work with any tractor. Weighting about 1120 lbs., it has a 12 foot cut. Twenty-nine teeth are provided, adjustably mounted on three independent steel frames. The centre harrow is carried by the main frame, which runs on wheels, and the two side sections, by the removal of four bolts, fold over the centre frame allowing quick and easy transport.

At the annual show of the British Dairy Farmers' Association held in London, a bronze medal was awarded the Fleury feed grinder, as made by Fleury's Sons, Aurora, Ont. The Massey-Harris Co. showed their cream separators for the first time in Great Britain.

Demand Improves in Texas.

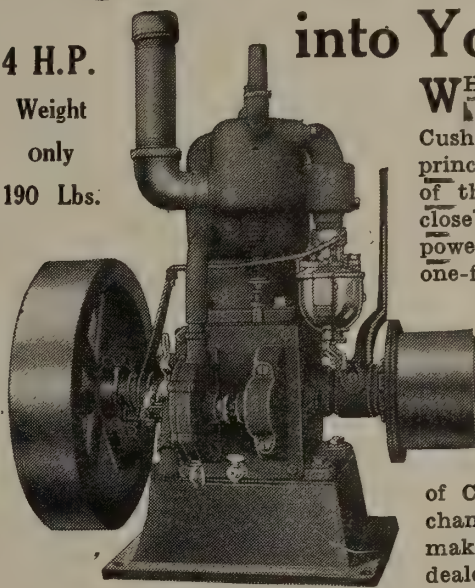
Dealers in Texas report that an increase of 35 per cent. in the sale of farm implements in practically every section of Texas, as compared with sales figures at present is expected in the spring of 1922.

CUSHMAN LIGHT-WEIGHT Engines will put New Life into Your Business

4 H.P.

Weight only

190 Lbs.



WHEREVER a Farm Engine is wanted, you can sell him a Cushman. Show the farmer the principal sales and service points of the Cushman and you easily close a sale. They deliver more power per pound, and weigh only one-fourth to one-third as much as the ordinary farm engine.

Sizes from 4 to 20 H. P.

The unequalled reputation of Cushman engines, their mechanical perfection and reliability make them the premier line for dealers to handle.

IT IS THE ORIGINAL BINDER ENGINE

The 4 h.p. Cushman is unequalled for general farm use—and operates the binder during harvest. Economical. Uniform speed and maximum power. Schebler carburetor, throttling governor, friction clutch pulley, water circulating pump. Cushmans have the best mechanical finish of any engine sold. Investigate them. Get the contract for 1922.

Ask for Prices—Get one on Your Floor

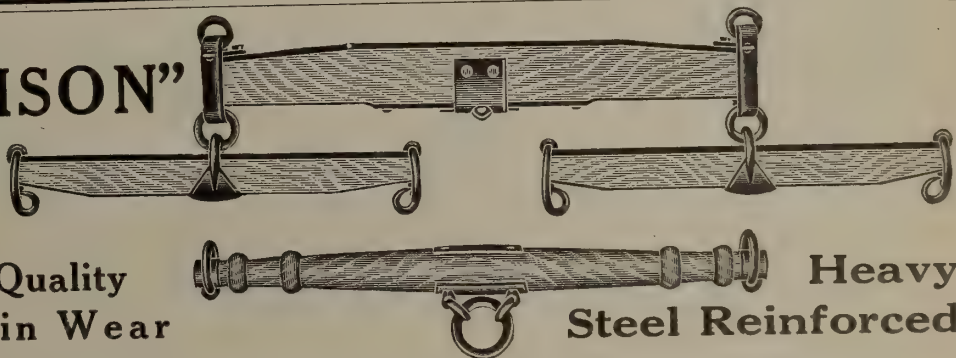
Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work
DEPT. CF, WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

Sell "SAMSON"

Evener Sets this Spring

Unbeatable for Quality
Unbreakable in Wear



A Two-Horse set that gives strength and service never before offered in an evenner. Reinforced by 1/4x1 steel plates on singletrees; 1/4x1 3/4 on eveners. In two sizes with straight back hickory singletrees and eveners. Eveners are 2x4x48 or 2x5x48. Weight No. 6 set 52 lbs.; No. 7 set, 60 lbs. At the attractive prices we quote you can meet any competition.

Order Now, You can Sell the Farmer no Bigger Value

Gregg 4 or 5 Horse Plow Eveners

For gang, sulky and disc plow use. Assure perfect distribution of draft. Adaptable to any plow. Get details and prices on this line.

We manufacture a full line of Eveners, Neckyokes, Singletrees and Doubletrees for implement, wagon and sleigh use. When you order, ask your Jobber for Gregg Goods.

Add to Your Profits in 1922 by Selling Gregg Goods

Gregg Manufacturing Co., Ltd., Winnipeg, Man.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

J. W. Co., Man.—The only point from which repairs for Noxon implements can be had is from R. Martens & Co., 7 Hanover St., New York City.

J. D. Co., Man.—This firm have enquiry for repairs for an Aurora feed cutter. Can any subscriber locate the manufacturer of this machine, which is not a Fleury product.

L. E. J. Co., Sask.—The Universal feed grinder has never been sold in Canada. It is manufactured by the Marseilles Works, at East Moline, Ill. Write the factory direct for parts.

B. & M., Alta.—The "Superior" fanning mill is handled by the Cushman Motor Works of Canada, Winnipeg. Repairs can be had from this firm or from their Calgary dealer, A. W. Haag, 121 Tenth Ave., West Calgary.

N. Bros., Sask.—Repairs for the "Vindex" sewing machine can be had from the Dominion Sewing Machine and Phonograph Co., 300 Notre Dame Ave., Winnipeg.

H. A., Man.—Repairs for the "Economy" cream separator can be had from the manufacturers, the Golden Rod Separator Co., Oxford, Pa.

J. T. W., Alta.—The "Little Wonder" No. 6 feed grinder is manufactured by J. Fleury Sons, Aurora, Ont. It is distributed by the John Deere Plow Co., Ltd. You can get the necessary parts from the Calgary branch of the Deere organization.

J. Auto Supply Co. Alta.—This firm are in need of governor coil No. 3028 A, for 110 volt ½ KW Uni-lectric lighting plant. The manufacturers of this plant in Detroit, also the sales concern who distributed the plant are out of business. Does any reader know where parts may be had?

S. Bros., Sask.—Regarding your enquiry last month that you required casting D292 for a Champion disc harrow. The Cockshutt Plow Co., Lethbridge, advise us that this is a Frost & Wood harrow and that part may be had from their nearest branch.

R. S. S., Man.—The only point from which repairs for a Bradley harrow cart may be had is the Sears, Roebuck Co., Chicago.

F. B., Man.—Repairs for the "Iron Age" potato planter can be obtained from the Bateman-Wilkinson Co., Ltd., Toronto, Ont.

E. W., Man.—Repairs for the "Maple Leaf" grain grinder may be had from the manufacturers, the Gould, Shapley & Muir Co., Regina, Sask.

R. H., Man.—Parts for the "O.K." power washer can be had only from the manufacturers—the H. F. Brammer Mfg. Co., Davenport, Iowa.

G. G., Man.—For repairs for a Studebaker wagon, write the Studebaker Corporation of America, 411 Washington Ave. N., Minneapolis, Minn.

W. A. L. Sask.—In further reference to your enquiry for parts 550 and fly-wheel 552 for a washing machine. This machine was sold by the John M. Smyth Co., Chicago, who have discontinued their business. They do not even know who the maker of the machine is.

S. S. F. Sask.—Your enquiry for repairs for engine with tappett arm C-9611. We have instituted enquiries but cannot locate the maker. Can you find out what was the trade name of the engine and we may be able to assist you.

J. S. Man.—Repairs for a 2½ h.p. Iowa engine can be had from the Iowa Gasoline Engine Co., Waterloo, Iowa. No parts are now carried in Canada.

B. Bros., Sask.—The "Cyclone" feed grinder is manufactured by Beatty Bros. Ltd., Fergus, Ont. Plates may be had from the makers or from the John Watson Manfg. Co., Winnipeg.

K. L. W., Man.—The Martin feed grinder is made by the Martin Mfg. Co., St. Louis Park, Minn. Parts can be had from the factory or from the J. H. Ash-down Hardware Co., Winnipeg.

W. A. S., Sask.—Parts of the disc harrow, D8 and C8, are for a Bissell disc harrow. The line is handled by the John Deere Plow Co. Repairs can be had from the Saskatoon or Regina branches.

Free Press, Man.—Sweep horse-power feed grinders are sold by the John Watson Manfg. Co., 311 Chambers St., Winnipeg.

S. & G., Sask.—The Climax B ensilage cutter is manufactured by the Bateman-Wilkinson Co., Toronto. No repairs are carried in the West. Write the factory for required parts.

H. A., Sask.—Grain grinder with following parts: Balance wheel R203; plate casing R51 and R52; casting R17 and 18. These are parts for a grinder

handled by the Tudhope-Aderson Co. Write the Winnipeg branch for repairs.

C. E., Alta.—Part X113 is a cap, and SB273 boxing for wheel of a Deere and Mansur disc harrow. You can secure the parts through the Calgary branch of the John Deere Plow Company.

De Jong Joins Haynes Selling Staff as Canadian District Sales Manager

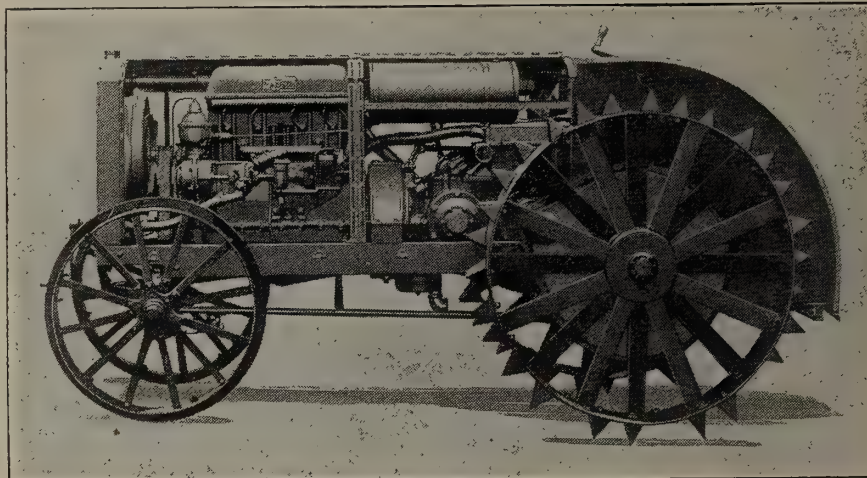
J. H. De Jong, for the past three years associated with the Cole Motor Car Company of Indianapolis, has become affiliated with the selling division of The Haynes Automobile Company, of Kokomo, Indiana, in the capacity of Canadian District Sales Manager. Prior to his association with the Cole Motor Company, Mr. De Jong was a distributor at Omaha for a period of twelve

years. Mr. De Jong will launch an intensive selling campaign in the Canadian market, and will start at once to bring the features of the new 1922 Haynes 55 and 75 models before the motor buying public of Canada. Mr. De Jong will make his headquarters at the King Edward Hotel, Toronto.

Had Reduced Earnings

For the year ended July 31st last the profits of the Russell Motor Car Company, Limited, were materially reduced, standing at \$154,124 as compared with \$339,453 for the previous year. This is equal to earnings of 9.2 per cent. on common stock as compared with 38.8 per cent. a year ago.

Progress in Tractor Design 1882-1922



To the Left—A modern Standard type 4-wheel tractor with internal combustion engine.

Below—Early design of direct haul steam tractor used in Great Britain, operating a two-way plow.



Manufacturers-Distributors-Wholesalers

Assure a Demand for Your Lines in 1922

By using Regular Trade Advertising

Build Business by Consistent Advertising in

**Proven Reader
Confidence
and
Reader
Preference**

**CANADIAN
FARM IMPLEMENTS**

Western Canada's only Implement and Tractor Trade Journal

**Reaches Tractor and
Farm Equipment
Dealers in Canada's
Greatest Sales
Territory**

**Our Subscribers sell Equip-
ment to over 300,000 Farmers**

They Handle:

Tractors
Tractor Implements
Threshers
Tillage Implements
Stationary Engines
Electric Lighting Plants
Cream Separators
Milking Machines
Barn Equipment
Washing Machines
Pumping Equipment
Water Supply Systems
Harness
Hardware Lines
Implement Specialties
Haying Machinery
Harvesting Machinery
Vehicles and Sleighs
Wagons and Trucks
Automobiles
Auto Accessories
Motor Trucks
Fuel Oils, Machine
Oils, Greases, etc.

The Co-operation and Sales Efficiency
of our Readers can assist you
develop Bigger Business.

THE implement industry is in a better position today to compare its 1922 with its 1914 prices than any other industry. It is necessary to talk prices and values to the dealer to "sell" him on the fact that implement prices are fair. Commence your 1922 advertising campaign NOW.

¶ The advertiser who has a widespread and efficient dealer organization—with adequate local stocks—will be most apt to get the early farm trade.

¶ Keep your product before practically every tractor and farm machinery dealer in Western Canada by concentrating your trade advertising in Canadian Farm Implements. Maintain your reputation for progressiveness in selling.

¶ Advertising in Canadian Farm Implements reaches an exclusive trade field. Every unit of circulation pays. You cater to the dealer's convenience, save his time and keep your lines before the trade effectively and economically. You help the dealer balance rival claims. When your salesman calls, your advertising has paved his way. It saves the time of both dealer and salesman—and you reach the very best type of dealer.

¶ We are back to *real merchandising*—to a question of *turnover* and *profits*. Back the quality of your goods by reaching the best men to sell your products. Lower your sales costs by using our pages.

Advertising Rates and Distribution of Circulation sent upon request

GD



GRAND DETOUR



**TRACTOR
PLOWS**

Helping Youth Find Profit on the Farm

FOR three generations one of our biggest aims has been to help young men find profit on the farm—to help the boy who makes farming his life work find more contentment and a bigger reward there than anywhere else.

It has been worth while. And on our books today are many family names that

were with us back in the 'thirties—grandfather, father and son all standing by a single make of plow that has given service and built good will since 1837.

For eighty-four years our dealers the country over have also profited by bringing Grand Detour contentment to the farm boy.

NOTICE

We want the public to know that our plows are not the Case Plows made by the J. I. Case Plow Works Co.

Grand Detour Tractor Plows and Repairs are sold and carried in stock by
J. I. CASE THRESHING MACHINE CO., Inc., Racine, Wis. ADVANCE-RUMELY THRESHER CO., Inc., La Porte, Ind.
and all branches and all branches

AVERY CO., Peoria, Ill.
and all branches

J.I.CASE THRESHING MACHINE CO., Inc.
DIXON, ILLINOIS • GRAND DETOUR PLOW DIVISION • EST. 1837

CANADIAN FARM IMPLEMENTS

VOL. XVIII., No. 2

WINNIPEG, CANADA, FEBRUARY, 1922

SUBSCRIPTION PRICE IN CANADA Per Year. \$1.00 Per Copy. 10 Cents

Live Stock for Prince's Ranch

No stock is too good for his Alberta ranch, according to the Prince of Wales, who has been sending over Dartmoor ponies, thoroughbred colts and fillies, and Suffolk chickens.

The Prince's enthusiasm will make other ranchers keen to have equally fine stock.

Our managers will be glad to discuss your farm financing with you.

As the pioneer Bank of Western Canada we are bankers for the United Grain Growers, the United Farmers of Alberta and the Saskatchewan Co-Operative Elevator Company.

UNION BANK OF CANADA

Head Office : : : WINNIPEG

456

Suppose You Should Have A Fire To-night

Do You Carry Enough Fire Insurance to Cover the Loss

Winter time is fire time. Check your Insurance against possible loss. See that you are fully protected. Combine Economy with Safety. We assure Implement and Hardware Dealers a refund of 50% on Fire Risks. Investigate now and place your fire insurance with us.

ASSETS OVER \$4,000,000.00.

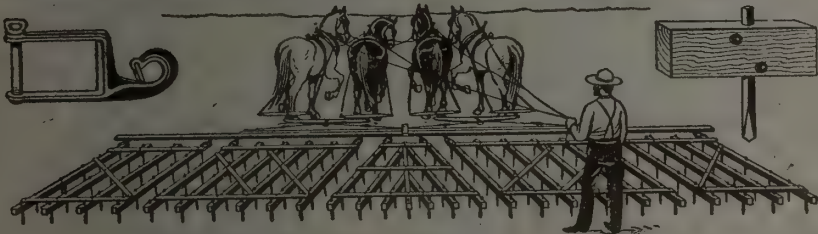
NET CASH SURPLUS OVER \$2,000,000.00.

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager.

802 Confederation Life Building, Winnipeg.

Sell WATSON'S HARROWS



WATSON'S BOSS WOOD HARROWS

These Harrows are made of seasoned hardwood. Each tooth, securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design. Have exclusive features. Easy sellers. Sizes: 78 Tooth, 14 feet; 102 Tooth, 17 feet; 150 Tooth, 24 feet; 174 Tooth, 30 feet; 222 Tooth, 38 feet. Consider no statement that you can get harrows "just as good" as Watson's. There is but one Watson. Order it from us.

Get Price and Attractive Sales Offer on the Watson Line.
It will Stimulate your Spring Business.

Monitor Drill Repairs

We carry a full line of repairs for MOLINE and JANESVILLE implements

Moline Plows Moline Disc Harrows
(Best Ever, Good Enough, etc.) (Economy)

Mandt Wagons and Farm Trucks
Manure Spreaders Monitor Drills
(National and Mandt)

Moline Universal Tractors Moline Engine Gangs
Adriance Binders, Mowers and Rakes

Also Repairs For
Janesville Plows,
Disc Harrows, etc.

SEND US YOUR
REPAIR ORDERS

John Watson Mfg. Co.
LIMITED

311 CHAMBERS ST., WINNIPEG, Man.

REDUCED PRICES

ON

Farmers Special Fanning Mills.

Rotary Automatic Grain Picklers.

Beaver Automatic Grain Picklers.

INDENTED CYLINDERS and ROTARY SCREWS are the fastest and most accurate machines for cleaning and grading grain of all kinds. These machines will make any possible separation.

GET THIS AGENCY. IT WILL PAY YOU.

The House of Quality We Ship Daily

Write for Latest Prices

Western Implements Limited

Cor. 6th & Scarth St. Regina, Sask.

Is Your Life Insured?

To be sure it is! But what about the amount? You are now allowing for household expenses, say \$50.00 per month and are insured for \$1,000. How long after your death will \$1,000 last at the same rate of expenditure—a rate quite small as things go these days.

Low mortality rate—rigid economy—high investment earnings and conservative management enable us to offer most attractive policies—our returns by way of profits to policyholders have earned encomiums.

Let us outline a suitable policy.

Write stating age to

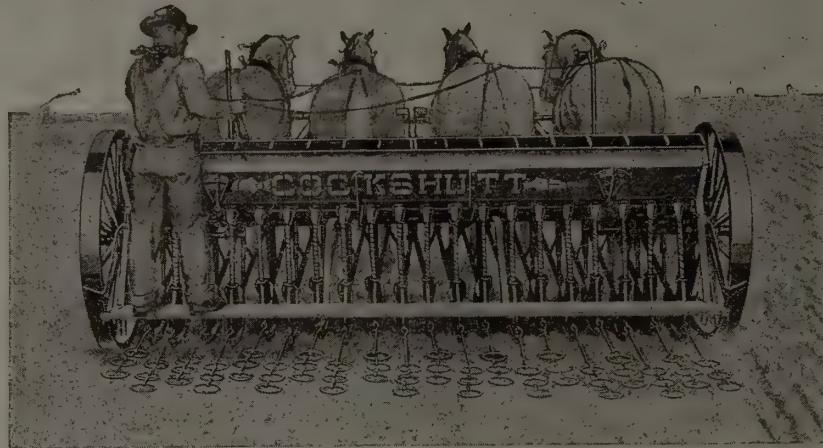
The GREAT-WEST LIFE ASSURANCE Co.

Dept. "P.16"

Head Office : : : WINNIPEG

COCKSHUTT SEED DRILLS

Built in 12, 14, 16, 20 & 24 sizes—Power Lift and Tractor Hitch Supplied on 20 and 24 sizes.



Single Discs, Double Discs, Drag Shoes, and Hoes are all interchangeable on same frame.

Lever Lift or Power Lift

Users of Cockshutt Drills have proven that these Seeders are adaptable to any condition they meet—whether the season be favorable or unfavorable and the land well prepared or not.

That's the kind of Drill YOUR customers are going to demand this Spring.

Cockshutt Drills have ample strength; are light in draft; have extra large capacity grain boxes with steel covers; are most efficient grain distributors and are kept thoroughly lubricated by compression grease cups. The larger sizes with power lift are very popular with users of Tractors.

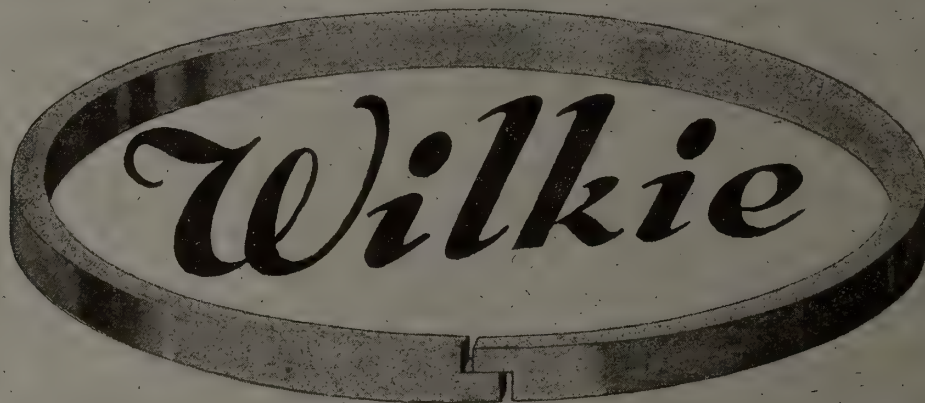
A Cockshutt contract gives you a COMPLETE line, manufactured in Canada and backed by many years of successful service to Western farmers. It's THE line that it pays to push.

Let us send you our new Dealer proposition today.

Cockshutt Plow Co. Limited.

Winnipeg, Regina, Saskatoon, Calgary, Edmonton.

Handle this
Fast
Selling and
Profitable
Line for
Dealers



For Cars,
Trucks,
Tractors Stationary Engines
and
Motorcycles

PISTON RINGS

Canadian Made---In All Sizes up to 6 ins. x 1-2 inch.

Every Ring Guaranteed

Cash in on the replacement demand that will exist for Piston Rings this season. There will be a great volume of overhauling done on cars, tractors and engines. Develop this trade. Make your store local headquarters for Piston Rings. Do not pay fancy prices for rings. Sell your customers "Wilkie" Rings and assure satisfaction.

No rings are better made and our product is adopted as standard equipment by the Packard Motor Co., Montreal and many other leading Canadian concerns. Individually cast from close-grained, properly proportioned materials, they are as near to perfection as the most up-to-date machines and human skill can make them.

It will pay you well to carry an assorted stock of Wilkie Rings. Meet the demand and net a nice cash profit on every sale. Our rings are a specialty that appeals to every aggressive dealer. Show them in your store.

Reasonable Price. Lay in a Stock

Explain their power-saving efficiency to your customers. Wilkie Rings are shipped in cartons, otherwise wrapped in strong paper. Every package plainly marked with size. Ask your Jobber for prices or write us direct.

Get data from your jobber covering the service we are building up on "SERVICE PISTONS" for all the popular makes of cars.

Windsor Machine & Tool Works

Limited

SOLE MANUFACTURERS



312-316 Pitt St. West, Windsor, Ont.

CANADIAN FARM IMPLEMENTS

Vol. XVIII., No. 2

WINNIPEG, CANADA, FEBRUARY, 1922

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10

Handling the Repair Problem in the Implement Store

Objection is most frequently made to the margin of profit to be made on repairs. The margin is small enough, in truth, when it is considered that the average sale probably amounts to not more than one dollar, and when it is further considered that often a great deal of time must be given to the ordering and tracing of a single small repair item. On farm implement repairs the percentage of gross profit for the dealer usually runs from 25 to 30 per cent.

Now it is perfectly evident that an average of 30 per cent gross is not a large margin of profit on any line where the stock investment is large in proportion to the sale—in other words, where the turnover is small. Where repairs are carried in stock, therefore, the most important point is to see that the stock is carefully assorted. Implement repairs, for instance, are seasonal goods; for certain parts—such as plow points, mowing machine sections, etc.—there is a demand only during a few weeks, each year. If any stock is carried over, it must be carried for a full year.

Despite this fact, it is not unusual to step into implement stores and find stocks of certain implement repairs sufficient not merely for one year but for two or three years. Here is where the big loss comes in. It is a distinct loss to sell a line of goods at a 30 per cent. margin and turn the stock but once in two or three years.

On the other hand, the repair stock may be ordered a short time before the season opens, and if the stock has been ordered with discretion, the most of it will be turned and within a very short time. The objection may be advanced that it is never possible to know in advance what the season's demand will be for various items of repairs. However, the dealer who keeps accurate records of his purchases or sales of repair items will have little difficulty in ordering a stock of the proportions.

One of the most successful implement dealers in the country has a system all his own for keeping track of the repair stock. He keeps on hand a large assortment of parts for the various machines he sells, and is rarely ever out of any item—and yet his investment in repairs is not large. The secret simply lies in the fact that he has a system.

Through a careful study of his purchases of repair parts for a number of years back, together with the stock on hand, this dealer was able to estimate with reasonable accuracy the amounts of various repair items which he might expect to sell in a normal year. With these figures at hand, he made up a stock list for reference purposes. Beneath the name of each item, on this list, was noted both the maximum and the minimum amounts which should be carried in stock.

The salesmen in this store were required to make a notation, on a special sheet provided for that purpose, whenever a repair item was taken from stock. Each evening, during the busy season, the bookkeeper posted these deductions on the stock list—thus keeping a perpetual inventory of the repair stock. Whenever the stock of any item approached the minimum, the attention of the buyer was called to that fact. And, as a rule, orders were sent in for some repairs nearly every day during the rush seasons.

This dealer has no capital tied up in slow-moving stocks of repair parts. His system enables him to render an unusually good service to his customers and make a profit on it.

Handling Rush Orders

Of course, even in the store where a most comprehensive stock of repairs is carried, there will be frequent calls for parts for which special orders will have to be sent in to the factory. With the average implement store these special orders probably make up the larger part of the business.

Here it is that the troubles and disputes most frequently occur. In the busy seasons a number of these orders come in every day; they usually call for small parts, represent sales in which there is little profit for the dealer—and he often regards these orders of such little importance that he has no regular system for handling them. A customer's phone in a repair order, or brings it in, and often the dealer or his help will make the notation on any slip of paper which may be handy. The notation is sometimes referred to, and sometimes it is lost or hidden away in some pigeon hole for weeks—in which case the factory or the transportation facilities are blamed for the fact that the customer does not get his repair as soon as he should have it.

The dealer who has no regular system for handling repairs usually has on his hands a stock of repair parts which have been ordered and for which his customers have never called. Any profit which he might have made in handling repairs is tied up in this stock.

Repair Record Cards

These difficulties are eliminated, in the case of the dealer previously mentioned, through a carefully-kept record of repair orders. Whenever an order is left with him for a repair item of any kind, a notation is made of it on a special repair card. Clerks are instructed never to make a notation of a repair order on anything else but one of these special cards.

These repair blanks are printed on a good grade of cardboard, about post-card size. Spaces are left to be filled in with the name and address of the customer, the date the order was left, the date it was sent in to the factory, the way it was sent—whether by mail, telegraph or telephone—the name and number of the repair part, the name and number of the article for which the repair is wanted, the name and address of the manufacturer or jobber to whom the order must be sent, and other similar data.

On one side of the dealer's desk is a metal box, the shape of these cards and about large enough to hold twenty-five of them; the cards are always placed in this box as soon as they have been filled out. And on the other side of the desk is a similar receptacle, but several times larger, to which a card is to be transferred as soon as the order has been sent in to the factory.

At a certain time each day the dealer goes through the cards in the one file and makes out the orders to be sent in for the repair parts. He then goes through the other file and notes the orders which have been held up by the factory and which should be traced.

When a repair item is received from the factory, the card covering the order is taken from the file. A notation is made on it of the date the repair was received, the price and the transportation charges. The customer is notified when the part is received. This is entered on the card, also the date when he receives the part. The card is attached to the repair part as it awaits the customer.

Using The Tractor for Seeding Operations

While admitting the advantages of seeding with tractors, the question of how extensive these are is a variable one limited only by the extent of the operations. Economies in time, money and labor are increased in ratio with the capacity of tractor employed. A large machine drawing five or more drills would necessarily reduce the cost of seeding per acre in larger degree than would be the case with one of lesser power. This rule would be equally true going down the line to outfits of but one drill and tractor, all in fact if properly handled, showing a distinct advantage over work of the same kind done with horses. In the various aspect of these.

We now have many types special hitches to adapt drills to tractor

power also drills operative from the seat of the tractor by pulling lines to raise and lower the discs. The first consideration of course on seeding is that the operation be properly performed as a means of obtaining satisfactory crops, and in this respect alone, the tractor-drawn drill, through virtue of its mechanical and consequently uniform motion, does superior work to the horse-powered implement. Where a drill is used with a tractor a more even sowing is necessarily obtained, owing to the fact that a team of horses in pulling has a swinging pace or movement which is transferred to the drill with a waving effect.

One of the great troubles encountered in adapting the seeder to the tractor and the one in which undoubtedly lies the reason for the prejudice against the method, is that the hitches, employed in the work, home-made attachments as a rule, were unsatisfactory, in that they not only cause improper alignment of the implements and poor seeding but that they quite frequently become disengaged or parted entirely great inconvenience and interruption of work. This latter trouble has been most prevalent where the farmer has used several implements in gangs or series as he naturally would, to obtain the greatest economy. In such cases had he secured some of the practical hitches on the market designed particularly for such work, most of the trouble would have been eliminated as would also have been the objection to employing this economical method of handling his implements.

Drawing drills in gangs presents a slightly different problem than is found in handling most other implements, as one drill must be drawn in front of the other or tandem style, so that there will be no spaces left in the seeding. As the hitch to the machines in the rear of the tandem are not directly attached to the main hitch care should be taken that the latter is of sufficient strength to hold the entire load. The farmer often, in devising a hitch for this purpose, fails to allow for these extra loads, with the result that he experiences much trouble. Unless properly arranged, it is usually follows that these make-shift hitches result in piling up, due to the rear machine or machines drawing the front one entirely out of line on the turns.

One argument frequently heard against using the tractor in seeding operations, is that injury to the crop results from the tractor running over the seed bed. This

objection, however, is not tenable in the face of results obtained, as careful experience and observation fails to show where any trace of the tractor wheels is left in the ripened crop. There is a recognized tendency among farmers to exaggerate the capacity of their tractors in this work, particularly where they are influenced solely by the tractor's power to pull loads, and attach implements in excess of the number limited by the requirements of satisfactory seeding.

Tractor Prices Are Down

The prices of tractors have declined to the proper level but the secret has been, altogether too well kept, says the Chilton Tractor Journal. Three out of every four tractor dealers in the country believe that they can sell tractors "when prices come down to where they should", or "when tractors come down as much as automobiles have."

Tractors can't be sold when the dealers of the country are not in the proper mental attitude to sell them.

The farmers are pretty well convinced that they should be using tractors and possibly three out of every four farmers who do

not now use tractors will admit that they expect to buy "when prices come down to the proper level".

The truth of the matter is that tractor prices are down. Judged by comparisons with industries whose products are comparable, tractor prices are right.

But, alas, how few know it! How few even in the trade, out among the dealers who should be selling them?

Every recent compilation which took into consideration the prices of fifty-two car models showed a decline of 19.4 per cent. from the peak prices.

At the same time a compilation of the prices on forty-six tractor models shows an average reduction of 27 per cent.

The showing is even much more in favor of the tractor when it is appreciated that tractor prices did not advance to such high peaks as passenger cars.

The compilation of average tractor prices which include forty-six models are based on production, the only equitable basis for reaching a logical conclusion.

The forty-six tractors used in this compilation in 1920, the latest year for which figures are available, had a total production of 143,520 tractors, or 70.6 per

cent. of the total production of 203,207 machines that year.

The average peak price of these tractors, based on production, was \$1,089.

The average present price is \$794.97 in the United States.

The amount of the reduction is \$294.03, or 27 per cent.

The forty-six tractor models used in this compilation can be considered as a representative cross-section of the industry. It includes both small and large companies making all sizes of tractors, but not including the garden-type. Neither does it include motor cultivators. Only two of the companies ranking among the first ten in size of production failed to furnish information regarding prices and therefore are not included.

Among the models considered were those of the following companies: Advance-Rumely, Allis-Chalmers, Avery, Aultman-Taylor, Bates, Best, Case, Dayton-Dowd, Electric Wheel, Ford, Hart-Parr, Huber, International Harvester, Indiana, La Crosse, Moline, Pioneer, Pope, Reliable, Reed, Townsend, Turner, Wichita and Whitney.

Sisal Again Under a Monopoly

In a recent issue Cordage Tractor Journal, New York, says editorially:

The Yucatan State Government has once more established what is virtually a monopoly of the Sisal Fibre industry of that State. This has been accomplished by (a) levying a heavy new tax—equal, with the Mexican Federal surtax, to 2¾ cents per pound; (b) enacting a law restricting the production, designed to make the output about 400,000 bales for the next year, and (c) taking title to the unsold stocks of Mexican Sisal Fibre in the United States held by the Eric Corporation, estimated at about 490,738 bales. These moves have raised the prices of Mexican Sisal Fibre here from 2¾ cents Gulf and 3¼ cents New York, which were quoted up to December 13, to 6 cents Gulf and 6½ cents New York, the later quotations being announced on December 27.

A telegram from Merida, dated January 3, states that a law or decree has been adopted making all Fibre sold by the planters to the Comision Reguladora (now Comision Exportadora) exempt from the new taxes of 2¾ cents. This telegram also states that the Comision Reguladora began to buy Sisal Fibre on January 3 at 4 cents per pound dock Progreso.

Get Your Spring Repair Orders In Early

NOW is the time to advise your customers to check up their equipment. Tell them to list the parts that need replacement and let you know. Ask them to place orders at once—not when the rush of spring work starts. Their co-operation is necessary if you are to give efficient Repair Service.

The drop in grain prices holds no terrors for the man who can counter-balance them with a lessened production cost.

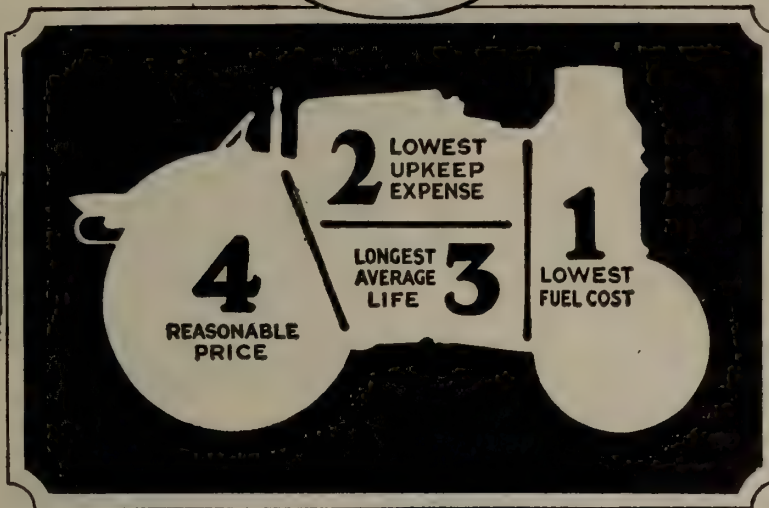
But efficient farming cannot be based on use of worn-out or un-repaired machines. Neither will it result when repairs are made on machines not worth the repairing.

Retrenchment on the farms should not mean refraining from purchasing of improved machinery. Rather, it should take the form of utilizing every form of modern equipment to assure the largest yield with the minimum amount of expense.

"Repairedness" means "Preparedness"

OILPULL TRACTOR

This chart shows the Four Vital Factors necessary to cheapest farm power.



The Power Economy Problem Solved

Cheaper Power the OILPULL Way

YOU know that economy has always been the big thought in the farmer's mind when buying a tractor. How much his power costs per year determines, in a large measure, his operation cost and his profits.

Four factors that make cheap power are: (1) Low Fuel Cost; (2) Low Repair Cost; (3) Long Life; and (4) Reasonable Purchase Price.

When these Four Vital Factors are combined in a single tractor, cheap power must result.

Tractor makers have known this and have worked toward that end for years. But it has remained for OilPull engineers to solve the problem. In this perfected, oil-burning tractor you find them combined for the first time.

Cheapest Power and Why

These OilPull records tell their own story. (1) An OilPull has held all official National Fuel Economy records for 10 years. (2) Careful investigations indicate that average annual upkeep expense among OilPulls is 50% less than the national annual average determined by Government Experts. (3) The length of life among OilPulls averages more than 10 years. (4) OilPull prices are fair and reasonable.

* * * * *

OilPull design and high standard of construction

ADVANCE-RUMELY THRESHER CO., Inc., LaPorte, Indiana

Calgary, Alta.
Saskatoon, Sask.

48 Abell Street, Toronto, Ont.

Regina, Sask.
Winnipeg, Man.

The Advance-Rumely line includes kerosene tractors, steam engines, grain and rice threshers, alfalfa and clover hullers, and farm trucks

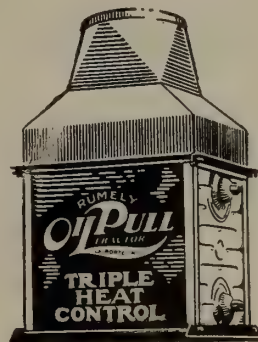
struction are largely responsible for these records. Of prime importance, however, is *Triple Heat Control*—now perfected and used on all OilPull Tractors.

Triple Heat Control

Triple Heat Control is a scientific system of oil burning that positively gets the power out of cheap kerosene. Absolutely controls temperatures. Motor is never too hot—never too cold. Warm for light loads. Gets cooler as load gets heavier. Only system using oil instead of water for cooling. The system that makes possible the OilPull written guarantee to successfully burn cheap kerosene at all loads and under all conditions up to its full rated brake horse power.

Do You Want the Facts?

The OilPull has everything the farmer wants—low fuel cost, low upkeep cost, long life and reasonable price. It will pay you to be fully informed. We suggest that you write at once for complete literature.



ADVANCE-RUMELY

The Outlook For Cream Separator Business

F. J. Arend, president of the De Laval Separator Co., New York, in a recent issue of the De Laval Monthly points out how years of crop failure and depression actually stimulate the sale of cream separators. Mr. Arend says:

We know that a cream separator is more than a cream or labor-saving device; it is an important link in the chain of feed, cow, separator and cream, which enables a farmer anywhere to convert rough unmarketable feed-stuffs into one of the most nourishing and beneficial of foods known to mankind, a food which can be easily shipped long distances, finds a ready market, yields a steady cash income, and depletes the soil of less fertility than any other system of farming. But all of us are perfectly familiar with the use and benefits of a cream separator, as well as how it is made and functions. The important point is that a cream separator is of great use and benefit to a farmer when times are bad and when he needs it most.

Therefore, when I say that 1922 will be one of the best years we have ever had, if not the best, I am not making a fallaciously optimistic statement but one based upon sound premises. The production of butter or butter-fat at the present time is extremely profitable. Even in the best years there was seldom a time when the

spread between cost of production and the selling price of a pound of butter was so great, and this comes at a time of unprecedented stagnation in other lines. Naturally farmers by the thousands, who have never given much thought to cows before, are turning to the production of butter-fat for relief. And this means many additional sales of cream separators.

Furthermore, there has been a sub-normal replacement of old and virtually wornout machines the past year which must be made up within the next year or two at most, and which must logically add from 10 to 20 per cent. to what our business would ordinarily be the present year.

Alberta News Items

A. W. Trickey, manager of Massey-Harris Co., Calgary, spent a considerable portion of January on business at the coast and B. C. points.

James Rennie, formerly a well-known implement traveller who is now in business at Chinook, was a visitor in the city during the Bonspiel in January. Mr. Rennie is one of the active officers of the Retail Implement Dealers' Association for the province.

J. T. Atkinson, manager of the J. I. Case Threshing Machine Co., returned at the end of January from his annual business trip to the factory at Racine, Wis.

Messrs. F. E. Spooner and Mr.

McMicking, manager and assistant manager respectively for the International Harvester Co., in Calgary, spent some time at Chicago during January—attending the annual meeting of the Branch Managers of their Company.

One of the Calgary managers who attended a meeting which was not an annual affair, is Mr. P. S. Saunders, manager of the Canadian Holt Co., Calgary, who attended a little affair in Minneapolis on Dec. 31st; on which occasion his marriage took place to Miss Jenny Lind, daughter of Mr. and Mrs. John Lind, formerly Governor Lind of Minnesota. Mr. and Mrs. Saunders, have the very best wishes of a host of friends and associates throughout Calgary and the province.

The implement interests will be represented on the Executive or Council of the Board of Trade for 1922 by A. W. Trickey, manager of the Massey-Harris Co., and Mr. P. S. Saunders, manager of Canadian Holt Co. Mr. Trickey was elected to office at the annual meeting early in January, while Mr. Saunders is a member of the Council by virtue of his office of chairman of the Implement section of the Board. The Board of Trade in Calgary is a very live institution, and at the present time is dealing very actively with a number of matters of large importance to the community and province.

The Wholesale Implement section of the Board of Trade held a meeting recently to go into the matter of improving the hotel accommodations in the small towns throughout the province. It has been felt for some time that the travellers visiting many of these towns were not getting a fair deal as to accommodation, service or rates. A united effort is being made by

all the wholesalers to improve these conditions. Mr. W. E. Underwood, manager of the John Deere plow Co., is representing the Implement section on the joint board having the matter in hand.

Association Elected Officers

The annual meeting of the Alberta Wholesale Implement Association was held at Calgary on Jan. 6, when reports of the past year were presented and plans for the coming year discussed.

The following officers were elected for 1922:

President—T. W. McKee, manager Cockshutt Plow Co.

1st Vice Pres.—F. E. Spooner, manager International Harvester Co.

2nd Vice Pres.—D. A. Stringer, manager U. G. G. Ltd.

Treasurer—W. S. Munroe, of W. S. Munroe Co.

Secretary—W. E. Hall.

Executive—The President and Messrs. J. I. Atkinson, P. S. Saunders, W. S. Munroe, L. D. Benedict, A. W. Trickey and W. E. Underwood.

Chairman Legislative Committee—W. E. Underwood.

Chairman Transportation Committee—W. E. Underwood.

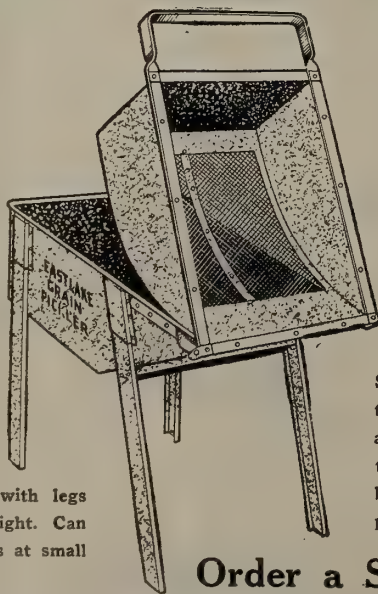
Calgary is soon to lose one of her best known implement men in the person of Mr. P. S. Saunders, manager of the Canadian Holt Co., owing to the fact that the company has decided to close its Alberta branch. Mr. Saunders is being transferred to Vancouver and leaves to assume his new duties about March 1st. We wish him success in his new sphere of action.

The Wholesale Implement Managers of Calgary met recently with Hon. Mr. Brownlee, Attorney-General for Alberta, and Hon. Mr. Hoadley, Minister of Agriculture, to discuss general business conditions in the province. The drought situation in the South which with excessively low prices for farm products has created a real problem there, and the best methods of handling past due accounts was

"Eastlake" Grain Picklers

Made of Heavy Galvanized Iron. Strongly reinforced. A strong, well-made Smut Destroyer, at a price that meets any competition.

Immerses and Treats Every Kernel



Note the position of strong, galvanized mesh. Grain can be dumped rapidly without wasting any solution. Saves its cost in a single season.

Smut causes a loss of thousands of dollars annually. "Eastlake" treated seed means better yields and bigger profits.

Order a Stock—NOW

The Pickler season is here. Your business depends upon the success of your customers. The use of thoroughly clean, treated seed grain is essential. With the "Eastlake" Grain Pickler, the farmer can immerse his seed for a few seconds or several minutes as desired. Using the "Eastlake" he assures the complete eradication of smut balls, and prevents possible loss. A low-set, strong and efficient Pickler with ample capacity for any farm. Display one on your floor right away. Profitable business will follow.

The Metallic Roofing Co., Limited
Manufacturers

797 Notre Dame Ave.

WINNIPEG, Man.

PUMPS AND Clothes Reels

Made in the best equipped factory in Canada.

We make and handle pumps for all kinds of work.

We also install hydro-pneumatic Farm Water systems.



SUCCESSORS TO

The Riesberry Pump Co.
(Established 1882)

WRITE FOR DEALERS' PRICES

North-West Pump Co.

T. N. WILLIAMSON W. J. MERRELL

Phone 607

19-6th Street Brandon, Man.



Magneto
Repairing

Send it to us. It's our Specialty

Official Representative

Norma Ball Bearings, Bosch, Dixie, Splitdorf, Berling, K-W, Kingston, Simons-Webster, Wizzard, Eisemann and Teagle Magnetos.

Special discounts to the Trade. Representatives of the famous Exide Battery—the Giant that lives in a Box. Some good points open for Service Stations.

MAGNETO SERVICE STATION Ltd.
14th Ave. and Broad St., REGINA, SASK.



Fashionable

"Whenever a bunch of men gather in our community it is 'fashionable' to start discussing the dairy industry,"—so writes one of our live agents.

Similar reports come from all sections of the country. The dairy cow is causing an unprecedented amount of favorable discussion. And a mighty good fashion it is—one which will bring ready money, good markets for feed, increased soil fertility, a steady income; in short, prosperity, to every community that follows it.

The extraordinarily favorable position of the dairy business naturally has greatly increased the sale of De Laval Separators and Milkers, as Dairying and De Laval go hand in hand.

If we are not adequately represented in your community, get in touch with us. De Laval is one line which will pay you well under present as well as any other conditions.

THE DE LAVAL COMPANY, Ltd.

MONTREAL PETERBORO WINNIPEG EDMONTON VANCOUVER



The De Laval Milker

Both save time and eliminate drudgery twice a day, 365 days a year.

Both increase the quantity of the product.

Both improve the quality of the product.

Both are made by De Laval, the oldest, largest and best-known manufacturers of their kind in the world.



The De Laval Separator

Sooner or later you will sell the
De Laval

considered as well as future business. The implement men were very favorably impressed with the attitude of fairness and lack of radical ideas on the part of the representatives of the new Provincial Government, and their sincere desire to do everything possible for the province as a whole, and to at the same time

encourage legitimate business. One might say the principal result of the conference was a general breaking down of any feeling of antagonism that may have existed on either side, and the growth of the better feeling that almost always results from close personal acquaintanceship.

Tractor Show Now On

At this writing the National Tractor Show is in full swing at Minneapolis, Minn., where it will run from Feb. 6-11. The event is held at the Minnesota State Fair grounds, and is proving to be the biggest exhibition of power farming machinery ever housed under one roof, with people

from all over the northwest in attendance.

The educational aspect of power farming is strongly emphasized at this exhibition. Prominent speakers from all over the country are delivering instructive lectures and the farm engineering department from the Minnesota College of Agriculture is putting on a special short course for the benefit of the show visitors.

The number of new machines exhibited is not very large, the efforts of manufacturers having gone mainly into the refinement of present existing models that have proved satisfactory. In addition to tractors there are exhibitions of motor trucks, lighting plants and other items of farm power equipment.

Regina Wholesale Implement Association Held Meeting

The Regina Wholesale Implement Association held their regular monthly meeting on January 29. The chief business was the election of officers for 1922, which resulted as follows:

President:—V. N. Cornwall, Manager Nichols & Shepard Co.
First Vice-President:—A. S. Barker, Manager, Garden City Feeder Co.

Second Vice president:—C. F. Roe, Manager, Anderson-Roe Co.

Auditor:—R. L. Delahey, Manager National Manufacturing Co.

Secretary-Treasurer:—L. M. Larsen, Collection Manager, International Harvester Co. of Canada.

On the subject of legislation the President was authorized to appoint a legislative committee for the purpose of reviewing the Saskatchewan Farm Implement Act, and to obtain information and advice where necessary.

Members of the association were advised to arrive at a decision or confer with the head offices to that end, to settle whether or not they will exhibit at the Regina Summer Exhibition this year. The convenor of the Summer Exhibition Committee is W. F. Fuller, and the various firms are asked to notify Mr. Fuller, or the secretary, Mr. Larson, within the next 30 days, in order that space may be reserved for them.

The Repair Campaign Committee, consisting of W. F. Fuller, E. B. Gass and H. J. Quane, are at present hard at work on repair matters. They will report at the next meeting. The association are pleased to report that H. A. Knight is now President of the Regina Fair Association, and W. F. Fuller is one of the directors.

"Waterloo" Champion Separators

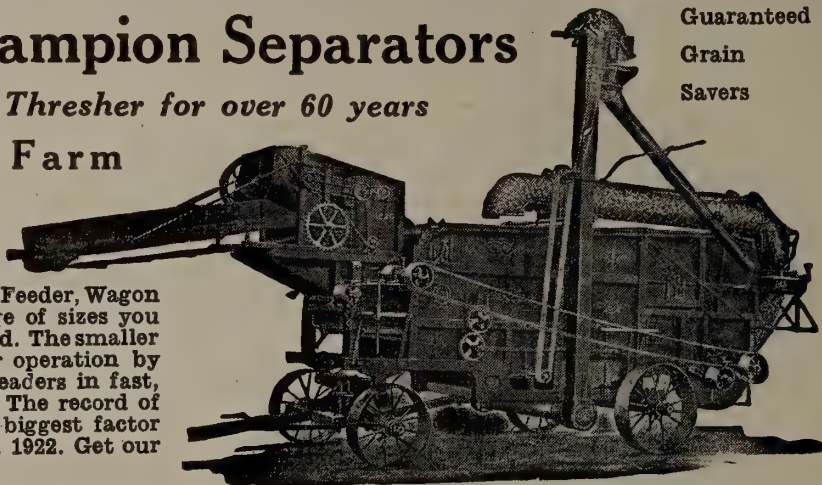
Canada's Foremost Thresher for over 60 years

A Size For Every Farm

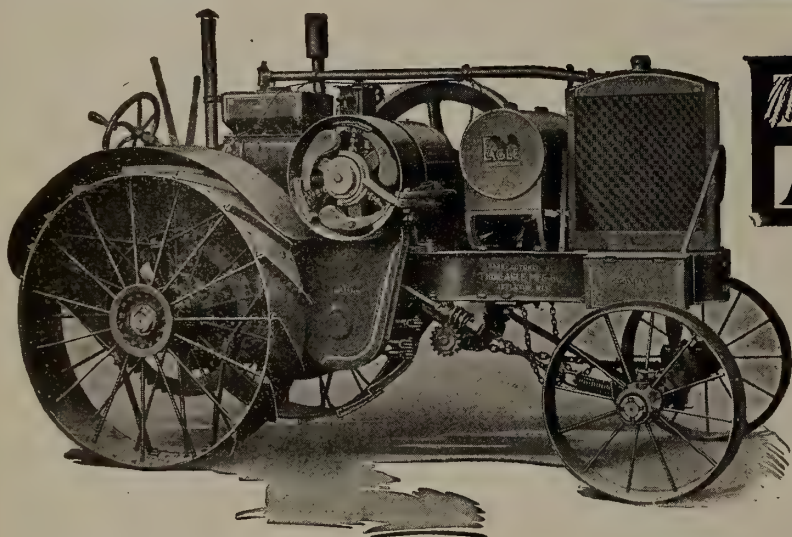
20x36, 24x36, 24x42, 28x42, 33x52,

36x56, 40x62

Equipped complete with Wind Stacker, Feeder, Wagon Loader and Register. With our range of sizes you have a separator to meet every demand. The smaller sizes are the best threshers built for operation by light and medium weight tractors. Leaders in fast, clean, thoroughly efficient threshing. The record of Waterloo Champion Separators is the biggest factor you can have behind your business in 1922. Get our attractive sales offer.



Guaranteed
Grain
Savers



Tractors

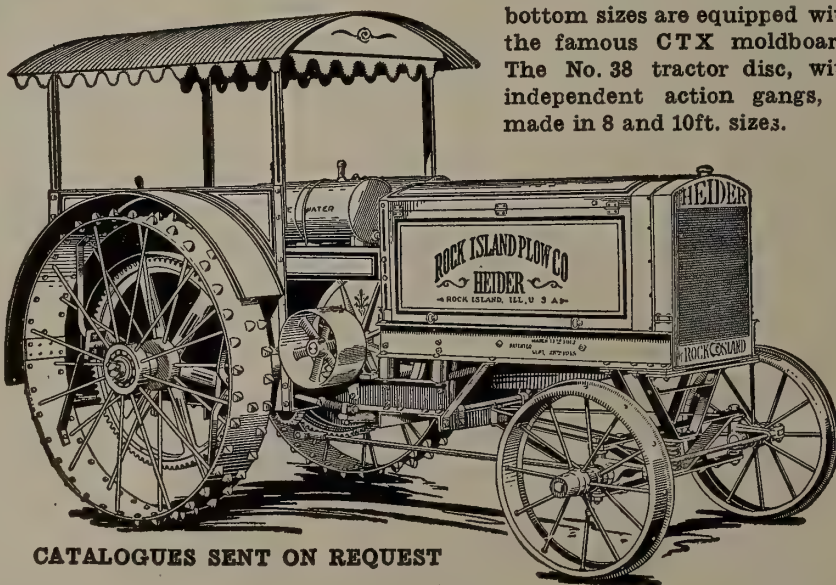
12 - 22 H. P.

16 - 30 H. P.

You can sell no better tractor for both field and belt work. Profits in handling the Eagle are not absorbed by service expense. They are the simplest tractors built. Note the large wide faced belt pulley—in the correct position. Horizontal, twin cyl. valve in head, slow speed motors. 12-22 is 7x8"; 16-30 is 8x8". Use gasoline or kerosene. Hyatt equipped; Dixie ignition.

Rock Island Plows and Discs

Our tractor plows in 2, 3 and 4 bottom sizes are equipped with the famous CTX moldboard. The No. 38 tractor disc, with independent action gangs, is made in 8 and 10ft. sizes.



CATALOGUES SENT ON REQUEST

Heider Tractors

12-20 H. P.—9-16 H. P.

Sell a tractor with over 14 years satisfactory field work behind it. The Heider holds its own in every territory for excellence of service and economy of operation. No gears to strip. Seven speeds, forward or reverse, with one motor speed and one lever.

Waterloo Steam Engines

In 16, 18, 22 and 25 H. P. sizes. Economical, easily steamed. Smooth flexible and reliable power for plowing, threshing and road work. Ask for engine catalog and prices.

We manufacture and distribute:—Kerosene Tractors, Tractor Discs, Tractor Plows, Portable and Traction Steam Engines, Separators, Wind Stackers, Baggers, Threshers, Supplies, etc.

Our Line is Back at Pre-War Prices

Exceptionally attractive Net prices to dealers. Our goods will please your customers—and the returns on their sale will please YOU.

The Waterloo Manufacturing Co. Limited

REGINA

PORTAGE LA PRAIRIE

SASKATOON

The Sale of Repairs Discussed by Regina Wholesalers

Considerable discussion took place on the subject of the educational campaign to get dealers to sell repairs for cash only. It was finally agreed that each member should not only take this up direct with his dealers, by correspondence, but should drill this important subject and the reasons therefor into his travellers, and should have his travellers thoroughly review this subject with the dealers. As far as possible, travellers will co-operate with and encourage dealers in every town to get together and to stand pat on this matter.

Mr. Malmo, who arrived in Regina during December from Louisiana to take charge of the Advance-Rumely Thresher Company branch, attended the Association meeting for the first time and explained that while he was transferred from the rice fields of the sunny South, he had a good many years of experience in the north-western States with their below zero weather, so that this one crop country with either feast or famine, was about the same experience as in the north-western States, and even in the south, where the rice crop is the only crop.

American Manufacturers Want Duty Imposed on Canadian Implements

A report from Washington deals with the representation of the U. S. National Association of Farm Equipment Manufacturers who appeared before the Senate investigating committee is now conducting its tariff enquiry. The Implement and Tractor Trade Journal quotes the opinion expressed by Finley P. Mount before the Committee. His statement as reported from Washington, was as follows:

"Common fairness entitles the Manufacturers of farm machinery in this country to ask for a reciprocal duty," he told the committee in a brief which was submitted. "As the matter works out, the Canadian manufacturer does not undersell the American manufacturer in the United States, but he makes a larger profit on goods shipped into the United States, and with this profit he is enabled to and does undersell the American manufacturer in Canada. This, of course, is wholly unfair and I believe our case is strong enough to merit particular consideration.

"We ask for a duty on agricultural implements that will be equal to that imposed by Canada.

The duty of 17.5 percent ad valorem, plus one percent importation tax gives the Canadian manufacturer an advantage over the American manufacturer in this way: He buys his material either in Canada or in the United States, or manufactures in the United States, and when he comes to reimport he gets a drawback of 99 percent. His costs, so far as wages and overhead are concerned, are practically the same as those in the United States. I make that statement upon my own responsibility, based upon the statements of our operations in our Toronto plant as compared with those in our Battle Creek, Mich., plant.

"More than 90 percent of all importation of agricultural implements are from Canada. For the month of November, 1918, they

amounted to \$664,327; for November, 1919, \$3,077,617; for November, 1920, \$5,550,561."

Mr. Mount presented a copy of a resolution passed by the National Implement and Vehicle Association at its annual meeting in Atlantic City, in October, 1920. The resolution asks the Government for reciprocal duty between the United States and Canada.

U. S. Tractor Exports

Figures on the tractor exports of the United States from April to December 1921, as issued by Geo. B. Bell, chief of the agricultural implements division, are given in Farm Implement News, Chicago. The number of tractors exported and their value are given below. Figures are not

available for the months of January, February and March of 1921, as tractors were not separately classified prior to April 1, 1921. The figures follow:-

Month	Complete Number	Tractor Value	Parts Value
April	824	\$ 673,616	\$ 157,213
May	446	389,289	119,061
June	201	201,229	149,012
July	119	174,431	166,421
August	339	285,509	97,599
September	178	182,867	181,681
October	126	142,106	102,705
November	40	50,796	114,985
December	80	82,251	86,413
Total	2,353	\$2,191,094	\$1,175,090

Massey-Harris President

Vincent Massey has been elected president of the Massey-Harris Co., Ltd., Toronto, Ont., succeeding the late Thos Findley. Jos. N. Shenstone has been appointed chairman of the board of directors.

Crescent Plow Shares

Will Put Money in Your Pocket

Leaders--In Forge and Furrow

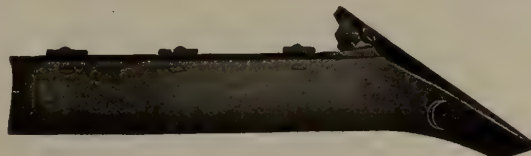
Made in More than 1200 Patterns. There is a "Crescent" Share to meet every Demand in Your Territory



The Fit of every Share is guaranteed. Perfect Finish. Finest Soft Centre and Crucible Steels are Used

Big Demand—Quick Turn-over—Nice Net Profits

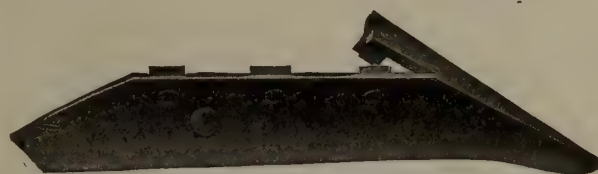
Conditions and prices may be against heavy implement sales this Spring, but there will be a good replacement demand for shares. Stock and supply "Crescent" Shares. It means cash sales and steady sales. They offer dealers a real opportunity.



Regular Style. Bolted and Fitted Plow Share. Perfect in Fit. Best in Quality.

"Crescent" Shares are foremost in quality and accuracy of fit. The fit of every share is tested before it leaves the factory. Backed by a broad guarantee. Dealers who sell them find that every share sold sells a dozen. Repeat orders are invariable with this line.

Get Latest Lists and Prices from Ackland's



Crescent Engine Gang Shares. Fitted and Bolted. Unequalled for Power Outfits.



Reverse Side of Regular Style Share. Note the Wide REINFORCED POINT and WELD.

Made by experts, the popularity of "Crescent" Shares assures you permanent and profitable business. Handle them and you get compliments—not complaints. Size up your demand. Lay in your Spring requirements—NOW. Crescent Shares will stimulate your 1922 trade. Write our Distributors.

Exclusive Manufacturers **Crescent Forge & Shovel Co.** Havana, Ill., U.S.A.

Sales Agents for Western Canada:

D. ACKLAND & SON, LIMITED

WINNIPEG AND CALGARY

With the Manufacturers

The capitalization of the Whitney Tractor Co. has been increased from \$1,000,000 to \$2,000,000.

The Champion Spark Plug Co., of Canada, Ltd., have offices in London, England, at 83 Pall Mall, S. W.

The American Farm Machinery Co. has been incorporated at Minneapolis, with a capital stock of \$50,000, by A. G. Willits and others.

The Globe Machine & Mfg. Co. has been incorporated to manufacture farm implements and road machinery. The capital stock is \$50,000.

Kroyer Motors Company, manufacturers of Wizard Tractors, has recently moved from Stockton to Los Angeles, California.

The Hart Grain Weigher Co., Peoria, has opened its factory in order to give employment to as many of its old employees as possible during the winter months.

Red Arrow Tires, Ltd., are erecting a factory at Peterborough, Ontario, at which they will employ about 400 men. Man-

ufacturing operations will be commenced next spring.

The Clean Easy Milker Co. has been incorporated at Madison, Wis., with a capital of \$30,000 to manufacture milking machines and dairy appliances.

The McQuay-Norris Mfg. Co., St. Louis, has acquired the plant and business of the Wainwright Engineering Corp., manufacturer of piston rings, at Connersville, Ind.

The Economy Tractor Co., recently incorporated at Greenville, S. C., with a capital of \$100,000, has leased a factory for temporary use. The company plans to erect a factory later.

The Whitney Tractor Co., Cleveland, O., announces the opening of an export office at 90 West St., New York. The company has made plans for an aggressive campaign for foreign sales.

J. M. Robinson, for many years prominent in the implement industry, has been elected president of the U. S. Tractor and Machinery Co., Menasha, Wis., and has assumed his new duties.

The Milwaukee works of the International Harvester Co. has reopened with 1,300 men and the management hopes to make this 1,500, and keep on adding to the force gradually as conditions warrant.

Announcement is made by R. Herschel Mfg. Co., Peoria, Ill., that it has made arrangements with the Acme Harvesting Machine Co. to supply repair parts to dealers for all Acme machines.

The American Bosch Magneto Corp., Springfield, Mass., has announced a reduction in the retail price of Bosch spark plugs from \$1.25 to \$1 apiece. New discounts, both wholesale and retail, also have been established.

A new track wheel for Fordsons and other small round wheel tractors, such as the Samson model M, the Case, and others, has been designed by A. C. Johnson and developed by the Schmeiser Mfg. Co. of Davis, Cal.

French & Hecht, manufacturers of metal wheels, Springfield, O., and Davenport, Ia., announce that W. H. Stackhouse, who is one of the partners in the enterprise, has been made general manager.

L. L. Brockett, district sales manager of the Cleveland Tractor Company at Minneapolis, spent a week recently in Winnipeg making arrangements for representation in the western Canadian field.

J. B. Bartholomew, president of the Avery Co., Peoria, Ill., was highly honored at the fifteenth annual meeting of the American Society of Agricultural Engineers, held in Chicago, by being elected honorary member of the society.

The Perkins Corp., Mishawaka, Ind., has arranged with Russell A. Reed, Inc., 30 Church St., New York, to handle its export business, including Canadian sales. The Reed corporation will be exclusive foreign sales agent.

The Hoard Company, who have established a factory at Port Alberni, in British Columbia, are manufacturers of silos of a new type, for which they hope to find markets in Australia and New Zealand, as well as in Canada and the United States.

Vincent C. Massey, president of the Massey-Harris company was recently elected a director of the Canadian Bank of Commerce in succession to the late Thomas Findley, who was general manager of the Massey-Harris Company.

The Wilcox-Bennett Carburetor Company has been incorporated with a capital stock of \$100,000

to carry on the business of manufacturing carburetors at Minneapolis. A debt limit of \$250,000 is provided for.

The Canadian Department of Trade and Commerce is about to issue a publication reviewing the Dominion as a field for industrial enterprise, in view of the growing interest of manufacturers in Britain in establishing branch factories in Canada.

Charles O. Hadden, manager of foreign sales for the Minneapolis Steel & Machinery Co., of Minneapolis has resigned his position with that company. Mr. Hadden goes to the Maxwell Motor Corporation as assistant to the president, W. R. Wilson.

An additional force of 200 men were employed this month to augment those now working at the grain separator plant of the Advance-Rumely Company, La Porte, Ind. The Oilpull tractor shops are also expected to increase their force.

A new pneumatic grain elevator, with a capacity of 10 to 20 bushels per minute, has been invented and perfected by T. C. Vaughn of Morris, Minn. This machine is equipped with an air cleaner, which is constructed so as to deliver cleanings either to sack or wagon box.

A. M. Leoni, an Italian automotive engineer, who has been in America for the past fifteen years, has obtained the patent rights for the manufacture and sale in the United States of the Pavesi tractor, an Italian four-wheel drive tractor. Mr. Leoni will redesign the tractor to fit American agricultural needs.

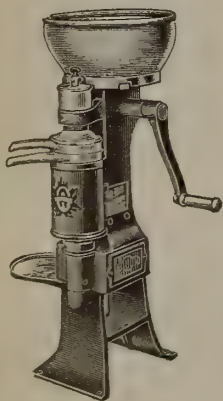
The Perkins Corporation of Mishawaka, Ind., which has built windmills for more than sixty years, recently has placed on the market the Aeroelectric, an electric plant drawing its power from the wind, using a large steel windmill, by means of which electricity is generated for the storage battery.

The Aermotor Co., Chicago, has issued a new edition of its general price list containing substantial reduction in the prices of wind mills, towers, tanks, cylinders and other water supply goods. The prices of wind mills and towers in this list are about 10 per cent. lower than former prices.

The new office building of the General Motors Corp., at Detroit, said to be the largest office building in the world, has recently been completed. It occupies an entire city block, covering an area 300x500 ft. It is fifteen stories high and represents an investment of more than \$20,000,000.

Money Talks Now!

Are you selling Cream Separators on a 1922 Basis.



You know what this means today.

With price backed by honest quality, the biggest sales factor in business today, the 1922 Magnet selling policy offers profit possibilities in the Cream Separator field, which, we believe, no other manufacturer can equal.

Magnet Cream Separators

Bear a Real 1922 Price.

Let us tell you the balance of the Magnet Story—you'll find it profitable and interesting.

PETRIE MANUFACTURING CO. LIMITED

Winnipeg Regina Calgary Edmonton
Hamilton, Ont. Montreal, P. Q.



A Year of Opportunity

This is the year when established dealers can capitalize on their aggressiveness and experience. Conditions have lessened competition and broadened the dealer's market. The good business of the community will come in greater volume to the determined dealer.

Likewise, manufacturers who are well established as builders of quality lines, whose standing is unquestioned and whose sales policies are both fair and aggressive, will find 1922 a year of opportunity.

This Company is prepared to meet aggressive dealers more than half way in an effort to secure volume in 1922. In quality, our products stand second to none. Our extensive line of Tractors, Plows, Threshers, Silo Fillers, Baling Presses and Road Machinery is backed by strong, aggressive sales and advertising organizations determined to get every possible dollar's worth of business this year. Our prices are at bed rock and we are selling a new and improved product for the lower prices.

Our dealer organization is steadily growing in strength and in power farming sales ability. If you are determined to gain leadership in the power farming machinery business in your territory, write or come to our nearest branch house and learn how Case products, sales helps and advertising will give you real opportunity for 1922.

J. I. Case Threshing Machine Company
Dept. P216 Racine Wisconsin

Factory Branches

Alta., Calgary—Edmonton
Sask., Regina—Saskatoon
Man., Winnipeg—Brandon
Ont., Toronto



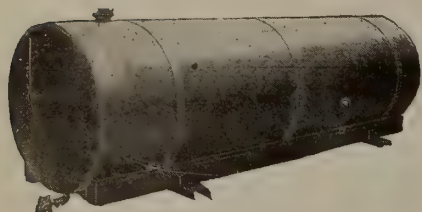
NOTE: We want the public to know that our plows and harrows are not the Case plows and harrows made by the J. I. Case Plow Works Co.

The Oliver Chilled Plow Works, South Bend, Ind., has announced material cuts in prices of Oliver tractor implements.

Elwood A. Cole, for the past 10 years Treasurer of the Avery Co., Peoria, Ill., resigned to go into the real estate business.

The Tractor Division of the

MAX
REGISTERED



OIL WAGON TANKS

*At New Reduced Prices
Make Money For
Enterprising Dealers*

Write

**Western Steel
Products Ltd.**

Winnipeg, Man. Regina, Sask.
Calgary, Alta. Edmonton, Alta.

Allis-Chalmers Mfg. Co., Milwaukee, Wis., has announced a new 20-35 horsepower special road building tractor.

Splitex Radiator Mfg. Co., Racine, Wis., incorporated with a capital of \$150,000 in 1918 has been placed in the hands of a trustee.

E. R. Bowen has been appointed sales manager of the Avery Co. Mr. Bowen is promoted from the position of assistant sales manager.

The articles of incorporation of the Minneapolis Threshing Machine Co. have been amended to authorize expansion of the line manufactured.

In order to increase the efficiency of the "Road-Razer" for certain types of road work, the Avery Co., Peoria, Ill., is now prepared to furnish rubber block tires as extra equipment for this machine.

The A. R. Mosler & Co., New York, N. Y., has been ordered by petition of the receivers, to show why the factory of the company located at Mt. Vernon, N. Y., should not be sold for \$65,000.

Vincent Massey of Toronto, Ont., recently elected president of the Massey-Harris Co., Ltd., of Toronto, has been made a director of the Massey-Harris Harvester Co., Batavia, succeeding the late Thos. Findley.

An Ann Arbor self-tier hay press has been added to the line of presses manufactured by the Ann Arbor Machine Co., Ann Arbor, Mich. The company says that the machine is the result of fifteen years of study and experiment.

Harvester Company Lowers Tractor Prices

Effective February 6 the cash prices of International tractors were altered as follows:

Cash prices F. O. B. the following branch house points:

	Titan	Inter- national
Brandon, Winnipeg, Man	\$830	\$760
Estevan, Regina, Yorkton, Sask	860	780
North Battleford, Saska- toon, Sask.	875	790
Calgary, Edmonton; Leth- bridge, Alta.	895	800

Reasonable terms will be given to any man who cannot pay cash in full. Prices include friction clutch pulley, fenders, platform, throttle-governor, adjustable draw-bar, angle lugs, and brakes.

These new prices show a reduction \$325 on the former cash price of the International 8-16 and \$300 on the former cash price of the Titan 10-20.

The company also has made the following special offer to apply on all new Titan 10-20 and International 8-16 tractors purchased and delivered on or before May 1st, 1922. Each farmer purchasing a Titan tractor for delivery on or before May 1st, 1922, will be given by the company, absolutely free f. o. b. Hamilton, Canada, a regular three furrow tractor plow. The purchaser of an International 8-16, will be given on the same terms a two furrow tractor plow. If the purchaser now owns a suitable plow, we will furnish instead a tractor disk harrow.

As President Harold F. McCormick said "This reduction is not justified on any present or prospective reduction of manufacturing costs. It is made chief-

ly to meet competition and enable our dealers to retain their position in the tractor trade. The burden of this reduction and cost of the plows or harrows present to purchasers will be borne entirely by the company."

A. W. Reed Dead

Friends and acquaintances of Arthur W. Reed will be very sorry to hear of his sudden death at Calgary on January 31. Mr. Reed was in good health up to the Saturday before. On that day he developed a cold which rapidly turned into influenza. On Sunday he was taken to the hospital where his condition was not considered critical. However, on Monday he sank rapidly, expiring on Tuesday.

Mr. Reed for the last twelve years has resided in the west and was a traveller in the employ of the Canadian Fairbanks Morse Co. Ltd. for a number of years. He worked under the Winnipeg Management prior to going overseas with the 10th Canadian Field Ambulance, Winnipeg, in which force he spent over two years in France. Upon his return he was placed in the Calgary Sales Department covering Alberta territory and was very popular throughout his sales field.

Mr. Reed was a Montreal boy by birth and education. He took a great interest in sports before coming west, and paddled for the Chateauguay Boat Club, also for The St. Lambert Club. He was also a football player and belonged to the Wanderer Hockey Club. Besides athletics he spent a number of years with the Third Victoria Rifles and was a sergeant under Brigadier-General E. W. Wilson.

The deceased was only thirty-six years of age. He started his career with the hardware firm of Caverhill Learmont & Co. where he spent most of his early life learning the hardware business. Before leaving Montreal he was in employ of the W. H. C. Mussen Co. Ltd. He leaves a widowed mother, two sisters and a host of friends in the three western provinces. He was a member of the North West Commercial Travellers' Association, and was buried in Montreal on Monday, February the 6th.

Tit for Tat

"What's this?" said John Smith, as he came upon his wife's new sewing machine knee deep in a snow drift.

"Oh, I just put it out there to keep your mower company," replied his wife.

It has been said that ignorance is bliss but that does not apply to the implement business.

The Famous "GARDEN CITY FEEDER"

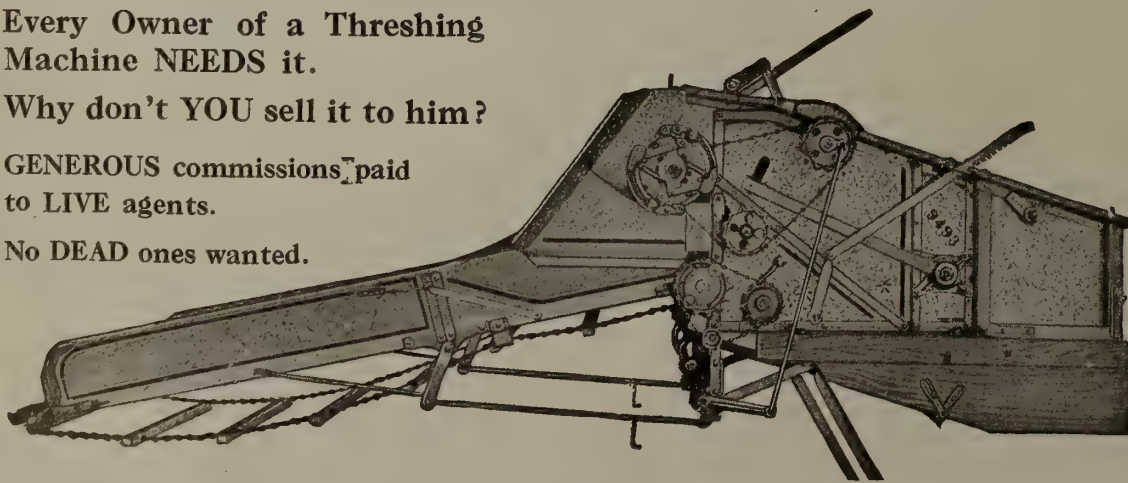
The World's Best Band-Cutter and Self-Feeder.

Every Owner of a Threshing Machine NEEDS it.

Why don't YOU sell it to him?

GENEROUS commissions paid to LIVE agents.

No DEAD ones wanted.



ASK ANY OF THE FOLLOWING FIRMS FOR CONTRACT

The GARDEN CITY FEEDER CO., Ltd., Regina, Sask.

BRUCE DAVISON CO., Brandon, Man.

A. E. GARDINER, Saskatoon, Sask.

W. S. MUNROE CO., Calgary, Alta.

MART McMAHON, Lethbridge, Alta.

WE ALSO SELL THE CASWELL ADJUSTABLE BELT GUIDE

Titan ¹⁰⁻²⁰ Kerosene Tractor

Price Reduced **\$270**

Cash f.o.b. Branch House

Prices Now in Effect as Follows:

Cash f.o.b. Price the Following Branch House Points:

Brandon; Winnipeg, Man.	\$830
Estevan; Regina; Yorkton, Sask.	860
North Battleford; Saskatoon, Sask.	875
Calgary; Edmonton; Lethbridge, Alta.	895

Reasonable terms will be given to any man who cannot pay cash in full.

THIS is the identical kerosene tractor that has always sold for more than \$1000 in all parts of Canada. It is not a stripped tractor, pared down to make a price, but is complete with all essential equipment—*Friction Clutch Pulley, Fenders, Platform, Throttle-Governor, Adjustable Drawbar, Angle Lugs, Brakes*. This equipment, worth more than \$100 and necessary on any tractor to make it safe and serviceable, is included in our price. *No extra attachments to buy.*

Special Offer Good Until May 1st, 1922—Only

To Every Man Who Purchases a Titan 10-20 Kerosene Tractor Before May 1st, 1922, We Will Give a 3-Furrow Tractor Plow—**Absolutely Free**, f.o.b. Hamilton, Canada, or if he is already supplied with a suitable plow, we will substitute a tractor disk harrow.

The Greatest Value Ever Offered in Power Farming Equipment

See Your Blockman or Write Your Company Branch

**INTERNATIONAL HARVESTER COMPANY
OF CANADA LTD.**

HAMILTON CANADA

WESTERN BRANCHES—BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA.,
ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.

Early Tractor Owners Still Use Mechanical Power.

Of more than 1,200 farmers in the northern great plains states who purchased tractors four or more years ago, 81 per cent. still use their first machines, or others which they have since purchased. Nearly half of those who have bought their second machines have changed their opinions as to the best size for their purposes, as indicated by the sizes of the machines purchased. The men who had sold their first machines had kept them for an average period of a little more than three years, and sold them for an average of \$490, approximately half the first cost.

These facts were brought out by replies to several thousand letters sent out by the U.S. Bureau of Public Roads to tractor owners.

A summary of the replies from 1,219 men who are still operating the same farms or similar farms in the same locality showed that in 1920 —

534, or 44 per cent. still owned their first machines and used them for field work;

446, or 37 per cent., had replaced their old tractors with new ones which were used for field work; and

239, or 19 per cent., did not use tractors for field work. Seventy-one of the 239 still used their old tractors for belt work.

About one half of the machines purchased in 1916 and 1917, one third of those purchased in 1914 and 1915, and one fourth of those purchased in 1913 or earlier, were still being used for field work.

At the time of making their early reports, 84 per cent. of these men believed their tractors would be profitable investments. Eighty-two per cent. of those who used their first machines for field work in 1920 still considered that they were profitable, and 83 per cent. stated that they intended to buy others when the ones they were using wore out. Sixty per cent. of those who have sold their first tractors have purchased others. The men who had purchased new tractors had owned them about 1½ years, on the average, and estimated that they would give about 5½ more years of satisfactory service. Eighty-nine per cent. believed that the new tractors would be profitable.

What the Dealer has Learned

The past year has taught the implement dealers many things, but especially that the implement business is going to be done more on a merchandising basis in the future than ever before.

He will cease to act as a storehouse, but will carry a stock of goods that he knows is standard, and that will sell, and he will



CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS, VEHICLES,
ENGINES, AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

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317 Transportation Bldg., Montreal.

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RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, FEBRUARY, 1922

see to it that he carries but little goods from one season to another, and the farmer is going to find that out too, so that he will not rely on the dealer having just what he wants at the last minute, but will let his dealer know in time to supply his wants, which will put the business of all kinds on a much safer, saner basis than ever before.

Rules of Conduct for the Dealer

At the 18th annual convention of the Minnesota Implement Dealers Association, held in Minneapolis recently, T. J. Tuley, ex-president of the National Federation, and a dealer of 22 years experience, gave the following rules which he believed would benefit the implement dealer today.

Don't go into the implement business unless you feel you are fitted for it.

When you get into it make it your real business and stay with it.

Select a good line of implements that you know to be absolutely all right, backed by reasonable manufacturers, who will give you proper treatment. Remember, there are a great many different ones whom you can go to who render the right treatment.

Sell your goods on the right basis. Remember your overhead

is always first to be considered, and you are entitled to a reasonable profit over and above that.

Don't let any implements go out of your store unless they are settled for, either by cash or a good note.

See that your goods are properly set up, and if they go into the hands of parties who are not thoroughly acquainted with the work which they are made to do, see that the buyers are properly instructed, even if it takes a trip to the farm to do it. Remember, a satisfied customer will give you more business than any other one thing.

Use the same diligence in the collection of your notes as the bank does when it holds one against you.

Keep enough money in your bank to discount your bills.

Always be at the front door, or near it, to give every customer the "glad hand" when he comes in, and the same applies when he goes out.

Make it a rule to attend your annual association conventions and keep your local alive. Be the leader in your community in all uplifting work. Do your duty to your church, always considerate to your family and your friends; and I guarantee if you live up to these ten rules your business not only will be profitable, but a pleasure.

Local Advertising Pays

Regular and consistent advertising in their local papers is a wise policy on the part of implement dealers. It is as essential as the service the dealer renders his community. Dealers selling a line that is well known and advertised find it desirable to identify their name with the product and thus supply the last link necessary to tie them up with the campaigns waged by the manufacturer. The manufacturer can tell the good qualities of his goods, what he is doing to make them desirable, and can in many cases create a desire to buy on the part of the reader of the farm paper or magazine, but he cannot tell the farmer where to go. This he cannot do, and the dealer who believes in advertising and endeavors to make it help support and push his business sees the short cut to more business in using a part of his advertising appropriation to tell his customers in the local newspapers that the machines and other farm equipment they have been reading about can be seen at his establishment.

The Manufacturers' Problem

In connection with the traditional system of farm implement distribution, the problem of the manufacturer is simply as follows:

In view of improved facilities of transportation and reversal of nearly all of the old-time condition in the farm market, can he abandon the old weight of factory sales effort and rely on a well-financed, well-equipped, experienced and progressive dealer, centrally located, to draw custom from a wider territory to give service and to produce a greater volume of sales than he could produce by scattering agencies at every cross-roads, and sending men to camp with them to instruct, persuade, expert, collect, and canvass for them. Because if he can, he can remove expense from cost at a surprising rate.

The Matter Of Freight

The average farm machinery dealer, like all of us, expects freight reductions. In this connection, figures demonstrate that concentration of freight reduction on farmer's products as opposed to general freight reductions on all articles, result in a material increase in the farmer's buying power especially in western territory.

For instance, in the U. S., in the single transaction of buying

a plow in Nebraska, a flat reduction of 10% on the freight on the plow and on the freight on the corn necessary to pay for it, increases the farmer's buying power \$37.37, while a reduction of 20% concentrated on the corn alone increases his buying power on the transaction \$65.72.

Business Changes—Personal Items

M. Dallas has opened a harness business at Creelman.

Gus Riske has sold out his implement business at Bruderheim.

Nadeau Bros. have commenced in the automobile business at Gravelbourg.

The Stoughton Implement Co. have discontinued their branch business at Heward.

A. E. Montgomery, automobile dealer at Melfort, suffered loss by fire recently.

Ed. Kroaning has commenced in the implement business in Bruderheim.

P. Decker has discontinued his automobile and tractor business at Eaton.

Hegy & Christensen, auto dealers at Allan, have dissolved partnership.

T. R. Hogg, implement dealer at Oak Lake, has sold out his business to R. Hogg.

C. W. Oxley, implement dealer at Strathmore, has sold out in that town to W. M. Walsh.

W. K. Harder is now operating an automobile business in Calgary.

Todd Trembley, automobile dealers at Boissevain, are succeeded by J. L. Todd & Co.

E. Cannon, a tire and accessory dealer at Ponoka, has sold out to A. P. Horne.

Fire loss is reported by F. Gwinner, the harness dealer at Irvine.

The Sheet Metal & Siding Co. of Saskatchewan, Saskatoon have reduced their capital to \$100,000.

The Broad Street Garage is a new concern recently opened in Regina.

A. report states that McIvor Bros. are discontinuing their auto repair business at Yorkton.

Kerrs Limited, tires and auto accessories, Brandon, are discontinuing their business in that city.

V. E. Starr & Co are stated to have discontinued their implement business at Alderson.

A. C. Cowland has closed his tire and accessory business at Cupar.

In other words, if we are right in saying that our real problem is to restore the farmer's buying power, we see by a homely example on our own door-step that the way to do it is to concentrate every cent of freight reduction on farmer's produce.

N. Miller, implement dealer at Holdfast, recently spent a few days in Saskatoon on business.

Partnership is dissolved in the Implement firm of McLaughlin & Shaner, at Swift Current.

We regret to note the death of J. McKenzie, a harness dealer at Bulyea.

C. Tans, a dealer at Benalto, has discontinued business in that town.

J. B. Paradis, automobile dealer at Dunrea has sold out his interest to A. G. Paradis.

A. McPherson, a well known automobile dealer at Minitonas, died recently.

Alex Harris has been registered as proprietor of the Saskatoon Welding Co., Saskatoon.

W. Peterson has started an auto repair business at 860 Logan Ave. Winnipeg.

Eaton and Edwards, auto dealers at Reston, report business quiet.

L. Handford has commenced in the implement business in the village of Snowflake.

The Western Electrical Supply Co. at Deloraine has registered partnership in the company.

W. J. Craig, implement dealer at Qu'Appelle, is stated to have sold out in that town to a firm called Bunn and Bunn.

Ellis and Cameron implement dealers at Brandon are now replaced by a new firm operating as Cameron & Rathwell.

Henderson & Kane Ltd., auto dealers at Lethbridge have changed the firm's name to Kane Garage Ltd.

Ell & Ell, implement dealers at Grassy Lake, recently suffered considerable fire loss in their premises.

Stevens & Carle, auto dealers at Oak Lake, have dissolved partnership. H. A. Stevens will continue the business.

Loddick & Wilson is the name of a new firm of implement dealers who have opened up at Camrose.

Notice is given that the Bert Conway Estate, Regina, dealers

in implements and vehicles, is now succeeded by Conway & Co.

The Beausejour Garage has commenced operations at Beausejour, where they will handle cars and tractors.

It is reported that A. Cooley, Implement dealer at Whitemouth, has discontinued his business in that town.

The Haldenion and McLean Garage in Vegreville will in future be under the sole control of C. A. McLean. Mr. Haldenion retires from the business.

Keenan & Thompson, garage owners and auto dealers at Gilbert Plains, had considerable fire loss lately. They were fully covered, by insurance.

We regret to note the death recently of H. W. Halstead, an implement dealer at Myrtle. The deceased had been in business in that centre for some time.

Partnership in the Selkirk Machine Works, formerly operated by R. P. Post and J. F. Skinner, has been dissolved by mutual consent.

A. Y. Bartholomew, son of J. B. Bartholomew, president of the Avery Company, has been appointed field sales manager of the organization.

The Stinson Tractor Company, as incorporated in the state of Minnesota, has been granted a license to operate and carry on business in Manitoba.

A. Y. Bartholomew, son of J. B. Bartholomew, president of the Avery Company, has been appointed field sales manager of the organization.

L. J. Haug, manager at Winnipeg for the Canadian Avery Company is at present on a visit to the factories and head office of the company at Peoria, Ill.

T. Roney, manager of the Winnipeg branch of the Minneapolis Threshing Machine Co. Hopkins, Minn., recently returned from a visit to the head office and factory of the company.

H. F. Anderson, manager of the Anderson-Roe Co., Winnipeg, returned early in the month from a visit to the western branches of the company at Calgary and Regina.

Allan and Young, auto dealers at Stoughton have sold out to H. Ogden. In the same town, says a report, the Stoughton Implement Company have discontinued business.

J. Cross, assistant manager of the Cushman Motor Works of Canada, Winnipeg, recently returned from a visit to Alberta

territory in the interests of his firm.

P. J. Grout, manager of the Twin City Separator Co., Winnipeg, spent a few days in Minneapolis the latter part of January. He called upon the home office of his company in that city.

N. S. Dow, assistant manager of the Winnipeg branch of the De Laval Separator Co., at the recent annual meeting of the Manitoba Dairy Association, was appointed second vice-president of that body.

D. N. Jamieson, manager of the R. A. Lister Co. of Canada Winnipeg, is back at his desk after a visit to Eastern Canada and the central states. Mr. Jamieson reports that conditions in the states seem to show some improvement.

E. A. Mott, vice-president and western general manager of the Cockshutt Plow Company, Brantford, Ont., attended the Tractor Show at Minneapolis, Feb. 6-11. From Minneapolis he came to Winnipeg where he visited the local offices of his company.

Owing to an incorrect commercial report we announced in a recent issue that Thomas Drought, dealer at Morris, had sold out at that point. Mr. Drought advises us that this is incorrect and that he is, and will be, carrying on at the old stand.

W. Ohlson, special factory representative of the Swedish Separator Co., Stockholm, Sweden, recently spent a couple of weeks in Winnipeg. He went into business conditions and the outlook in the dairy equipment business with E. S. Strachan, manager of the Winnipeg branch of the company.

Robert Baker died recently at Edmonton, where he had been with his son, H. Baker, manager of the Edmonton branch of the Massey-Harris Co. The deceased gentleman was 92 years old and for many years served the Massey-Harris Company in Toronto.

W. J. Keller, the well known implement dealer at Shaunavon, spent a day or two in Winnipeg on his way back home after a holiday in Eastern Canada. Mr. Keller reports a good season but poor collections—a common complaint. He believes that there is greater need for organization in the retail trade to-day than ever before.

The Western Garage has been incorporated at Drumheller.

The implement business of Dan Ulrich, at Champion, was totally destroyed by fire during January.

John R. McLeod has bought out the implement and automobile business at Clive formerly operated by H. M. Williams.

The fixtures, tools and equipment of the Loughheed Garage, Loughheed, are advertised for sale.

Notice is given at Ottawa of the incorporation of the Bolt-on Sleigh and Carriage Co., with headquarters at Winnipeg.

D. B. Macleod, sales manager of the Winnipeg branch of the John Deere Plow Co., paid a visit to the territory the first week in the month.

During Winnipeg Bonspiel, C. E. McTavish, sales manager of the Samson Tractor Co. of Canada, Oshawa, Ont., visited the city. He was in attendance at the convention of Chevrolet dealers in Winnipeg.

W. N. Robinson, manager of Robinson-Alamo Ltd., lighting plant distributors, Winnipeg, is at present on a visit to Eastern Canada and his old home in the Maritime provinces. On his way east Mr. Robinson called upon the Alamo headquarters in Chicago. Rumor has it that his Eastern trip will be a pleasant one, and that he will return to Winnipeg with his bride. Good luck "W. N."

Would Boycott Implement Men

At the recent convention of the Saskatchewan Grain Growers' Association, one of the resolutions, emanating from district No. 9, suggests a complete boycott of implement manufacturers. The resolution calls upon the co-operation of farmers who are on the market now for new machinery to avoid purchasing same until the price bears some semblance of relationship to the selling price of farm products."

Winnipeg Wholesale Trade Met

On January 24, the Winnipeg Wholesale Implement Association held their regular monthly meeting in the St Charles Hotel, Pres. J. P. Minninnick, Cockshutt Plow Co., in the chair. The minutes of the last meeting were read and adopted.

Mr. Curle, of the Retail Merchants Association, was present with Mr. Donovan, of Brown Bros., Portage la Prairie. Mr. Donovan introduced the question of a change in the Manitoba Implement Act compelling the implement dealer to take a lien note on machinery, so that it would be optional with the dealer to have the lien clause inserted in the contract and to take a straight note in settlement, which would facilitate their banking arrangements, the bank objecting to lien notes.

This is not a matter of vital interest to the wholesalers, but on motion it was referred to a committee to interview a solicitor and see if any change could be

made, though it was the general opinion that it would be impossible to effect a change.

The Secretary, Mr. Hamilton, then brought up the question of the inferior grades of lubricating oil sold to farmers by irresponsible oil dealers. He said that there would be a meeting of the oil dealers in the near future to consider this matter. There was some discussion along this line, and on motion of S. B. Blackhall, Secy-Treas. of Canadian Farm Implements, seconded by J. H. Redden, the association heartily indorsed any method that may be agreed upon by the oil men to make it impossible for irresponsible concerns to come into the country and sell inferior grades of lubricating and cylinder oils as they have been doing in the past. The motion was carried unanimously.

At the next regular meeting of the association a moving picture display and sales talk will be given illustrating methods or salesmanship.

The Dealer Who Sells Implements with a Good Reputation

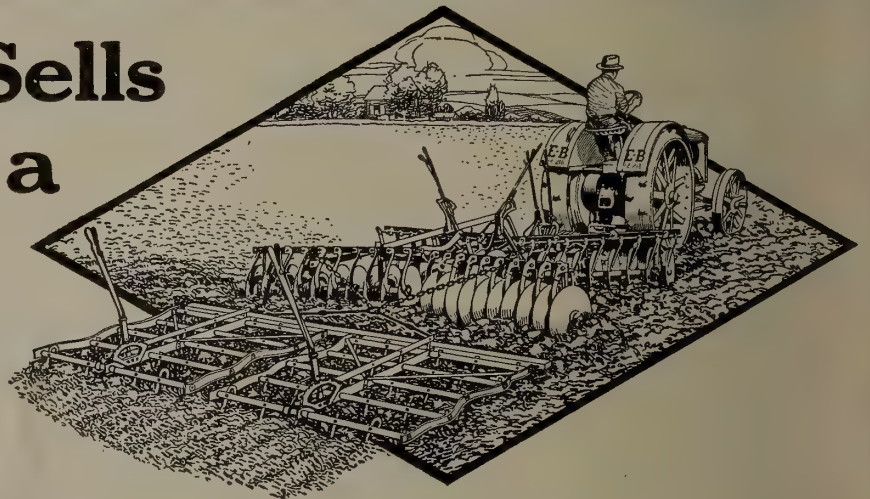
THE implement dealer who handles a large, well known line enjoys a profit and satisfaction from his business which comes to him without expense or effort. His sales problems are greatly simplified by the established good will of the house he represents.

For 70 years the enviable E-B reputation has been steadily growing through constant manufacturing success in the States. Twenty-two years ago the E-B Line was introduced into Western Canada where the "Emerson" Foot Lift Plow and "Standard" Wide Cut Mower, as well as other machines were readily accepted as leaders.

Today Canadian farmers as well as those who use E-B implements in the States do not have to be convinced of the quality of these time-tested machines. They know from experience the satisfaction that E-B machines give.

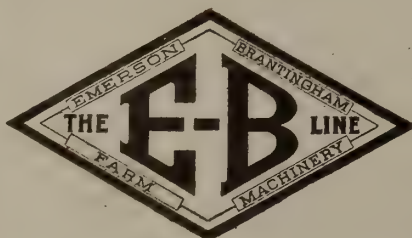
Whether it is on a plow or tractor, a grain binder or a thresher, the E-B trade mark means a dependable tool bearing the full guarantee of the maker. When seen on a dealer's store it is a reliable guide to good service and fair dealing.

E-B prices have been materially reduced—in fact to a point where it is more profitable for a farmer to buy new machines than repair old ones. Write now for prices and terms.



A Complete Line of Farm Machinery
Manufactured and Guaranteed
By One Company.

Corn Binders	Potato Diggers
Cultivators	Potato Planters
Gas Engines	Rakes
Grain Binders	Reapers
Grain Drills	Ridge Busters
Harrows	Spreaders
Hay Loaders	Stalk Cutters
Listers	Threshers
Motor Cultivators	Tractors
Mowers	Tractor Plows
Planters	Vehicles
Plows	Wagons



Emerson-Brantingham Implement Co.

Established 1852

INCORPORATED

Rockford, Illinois

Canadian Distributors

Anderson-Roe Co., Ltd.

Winnipeg Regina Calgary

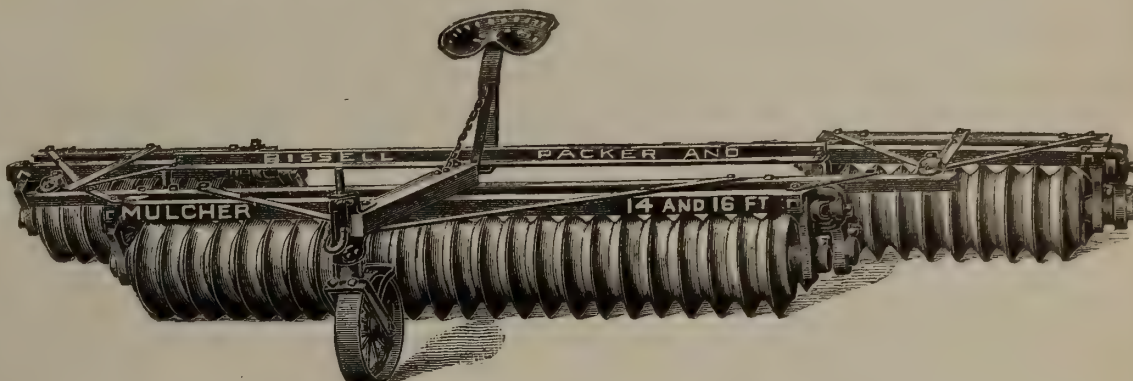
JOHN DEERE IMPLEMENTS

STIR UP NEW BUSINESS

THE NEW BISSELL MULCHER-PACKER

is recognized all over Canada as one of the greatest tillage implements that has ever been designed for the dual purpose of making a perfect seed-bed and conserving the sub-soil moisture for the growing crop.

THE BISSELL has two rows or gangs of revolving wheels, each of which is concaved to a sharp apex. The gangs

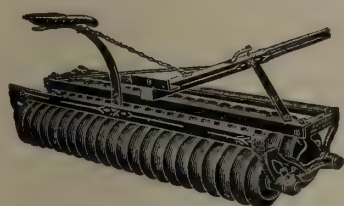


The 14 and 16 ft. Bissell For 6 Horses or Tractor

are aligned so that the ridges of earth made by the wheels of the front gang are split in two by the wheels of the rear gang, the result of which is self-evident in complete pulverization leaving a nicely packed seed-bed covered by a fine mulch or dust blanket.

The Bissell Mulcher-Packer is a heavy machine because weight is of supreme importance in a packer, but the draught is exceptionally light. It is operated easily with a small amount of power because end bearings are the full, roller-bearing type, self-aligning and dust proof, and fitted with compression grease cups.

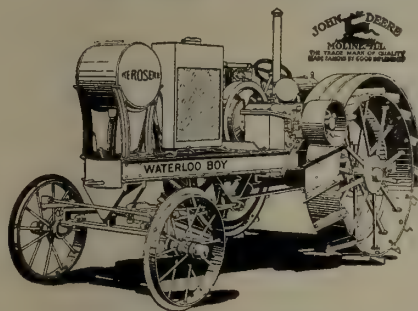
Write and get our complete story about this fine implement. The time is NOW to reap good business results from this one item.



The Handy
8-Foot Size
Mulcher
-Packer
For 2 Horses

The 10 foot size is easily handled by 4 horses. Either of these is the ideal implement for the small farmer. The seat has been placed so that the driver is well out of the dust level.

THE TRACTOR PLOW OUTFIT FOR EVERY FARMER

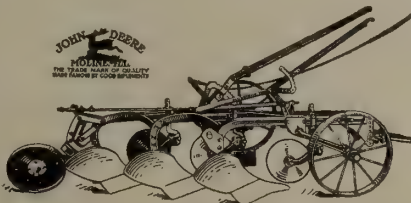


The tried and proved "Waterloo Boy" kerosene tractor has gained its extraordinary popularity by sheer quality of work done, by the fact that it is so much of a mechanical success that it is one of the easiest of all engines to operate—not one of the "Chinese puzzles" that have done so much to discourage the average farmer in his efforts towards greater economy in operating costs.

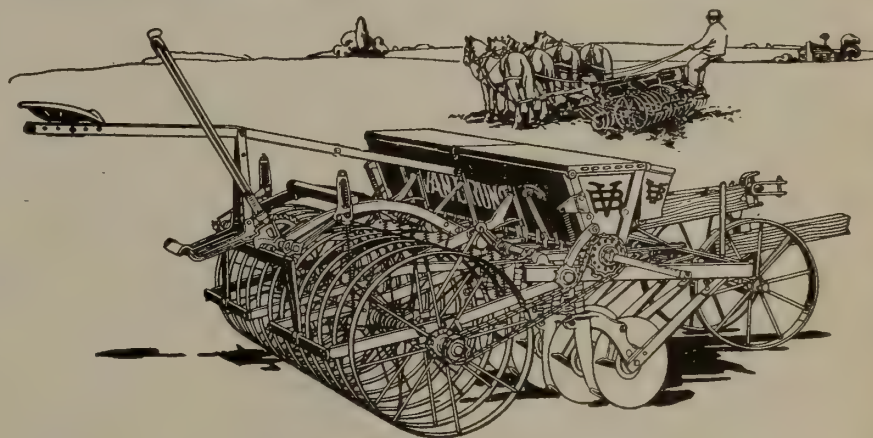
12 H.P. on Draw Bar—25 H.P. on Belt costs.

It is the ideal 3-plow tractor—the handiest size (after all sizes have been tried) for either the small or the big farm.

Remember, however, that the right tractor without the right plow is equal to the square peg in the round hole. The John Deere No. 5 3-furrow plow hitched to this engine completes a "compact in field husbandry" that is beyond criticism in these days. It is a case of perfect adjustment, perfect adaptability on the part of two great mechanical successes to make a greater success than has yet been made by any other plowing combination on the market.



The Right Plow For The
Right Tractor

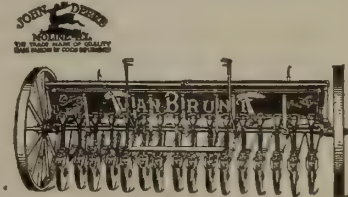


With Zig-Zag Furrow opener and Grass Seed Attachment as Wanted.

Is the best guarantee the farmer can get from any method of seeding that the planted seed will not be blown away. Press wheels following the discs, pack the soil firmly over and around the seed. A Van Brunt Low Down Press Drill is a distinct insurance against soil-drifting. It also means that the condition in which it leaves the soil favors rapid germination—the plants following being strong and drought-resisting. Let us tell you all about the special features of this drill—its adjustable force-feed, the feature that compels even seeding over the entire field without wasting seed.

In fact get our whole literature on seeding equipment. The Van Brunt Grain Drill family has added greatly to the income of the John Deere Dealers.

Their story is one of a series of unbroken success and every new season adds fresh testimony to the perfect satisfaction they are giving the farming public.



The time is ripe now for spring arrangements. Don't delay one day in giving effect to your plans for a record Season in 1922.

JOHN DEERE PLOW COMPANY, LIMITED
Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Lethbridge.

Make Profits in 1922

With **TORONTO** Products

YOU will find the Toronto line of labour-saving Farm Equipment a profitable one to handle. The line is comprehensive—embracing engines, saws, grinders, windmills, fanning mills, pumps, well-drilling machinery, tanks, stable equipment, silos, ensilage cutters, cream separators. Every article is designed in a practical manner, sturdily constructed, operates efficiently and economically.

Toronto products are quality products. They have been on the market for years. If you are looking for an attractive proposition in the farm equipment line, drop us a post-card now. It will only take a moment—it will bring a prompt reply.

Ask specially for particulars of the Toronto Pump line—a pump for every need. Reasonably priced, quick sellers—good profit makers.

Ontario Wind Engine and Pump Co., (Western Branch) Ltd.
Winnipeg, Regina, Calgary. Eastern Offices: Toronto and Montreal

TORONTO
ONTARIO WIND ENGINE & PUMP CO. LIMITED

HANDLE GREGG WAGON AND IMPLEMENT WOODS

Speed up Your Business this Spring

Specify **"GREGG"** When You Order

WAGON AND PLOW SINGLE TREES

In all sizes—Selected Hickory, varnished or white

FOUR OR FIVE HORSE PLOW EVENERS

For Gang, Sulky or Disc Plow use

FIVE AND SIX HORSE TANDEM EVENERS

EVENER WOODS IN ALL SIZES

From 2x5x60 up to 2½x8x96

WAGON POLES—BEST SELECTED OAK

Finished or half finished

WAGON REACHES SELECTED OAK STOCK

Sizes 2x4x10 up to 2½x4½x16 ft.

**"If it comes from
GREGG it must be
Good."**

*Ask Your Jobber for Full
Particulars and Prices*

Gregg Manufacturing Company Limited
Winnipeg, Man.

Association Condemn Twine Selling Policy

At the recent meeting of the Illinois Implement Dealers' Association, all the delegates expressed dissatisfaction with the present condition of the twine business. They condemned the practice of some companies in selling co-operative agents the same kind of twine as marketed through dealers, one dealer stating that he bought twine from a co-operative elevator cheaper than he could buy it from the manufacturer. Opinions expressed were that if co-operative agents wish to handle binder twine they should make arrangements to take care of all farmers rather than to merely take the cream of the business and leave the "skimmed milk" to the dealers; they should be willing to take care of the small farmer as well as the big one.

The Cletrac Was In Running At Woodstock

The following letter was received recently by the Cleveland Tractor Co. of Canada, Windsor, from the Supt. of the Ontario Plowmen's Association:

"Dear Sir: I am in receipt of your letter of the 27th inst., and regret that your former letter was not answered promptly.

"I will notify the Farm Press that Norman King drove a "Cletrac" and an "Oliver Plow", and am sorry that through some error incorrect announcements were made previously. Faithfully yours, (Sgd.) J. Lockie Wilson, Superintendent.

This corrects the results as previously reported in connection with the Woodstock Track Contest.

Allis Chalmers Plan For Distribution

The Allis-Chalmers Manfg. Co. Milwaukee, Wis., are at present making arrangements for distribution of their tractors in the Canadian West, according to R. C. Brewsagh, associate sales

manager. M. D. Scott, representative at Vancouver recently visited Calgary and other western points.

As was announced in our last issue the prices of Allis-Chalmers tractors have been reduced. The 15-25 is now \$1350 at factory; the 20-35 is \$2150 factory. The company are in an excellent position to do tractor business as they are a part of the big Allis-Chalmers institution which embodies nine distinct units. They are prepared to do a ten million dollar credit business in 1922 if necessary. The company have an attractive display at the National Tractor Show held at Minneapolis this month.

Twin City Company Ready For Big Year

The Twin City Company, selling products of the Minneapolis Steel & Machinery Company, is preparing to make the new year one of better business from the start. J. L. Record, chairman of the board of directors of the Minneapolis Steel & Machinery Company, and George L. Gillette, president of the Twin City Company, have just finished an extensive survey of business conditions.

The British Industries Fair

That many Canadian buyers will visit the eighth annual British Industries Fair, to be held in London and Birmingham from 27th February to 10th March, was the statement made in an interview by the British Trade Commissioner in this district. Buyers believe that the market is more stable and that a renewal of their overseas purchasing visits is due. This Fair is Britain's annual display of her manufactures and industries and the trade buyers' opportunity of selecting goods for the ensuing season's trade.

Success or failure is largely the small matter of keeping your outgo a little under your income.

Thought is the best brain food.



Mr. DEALER

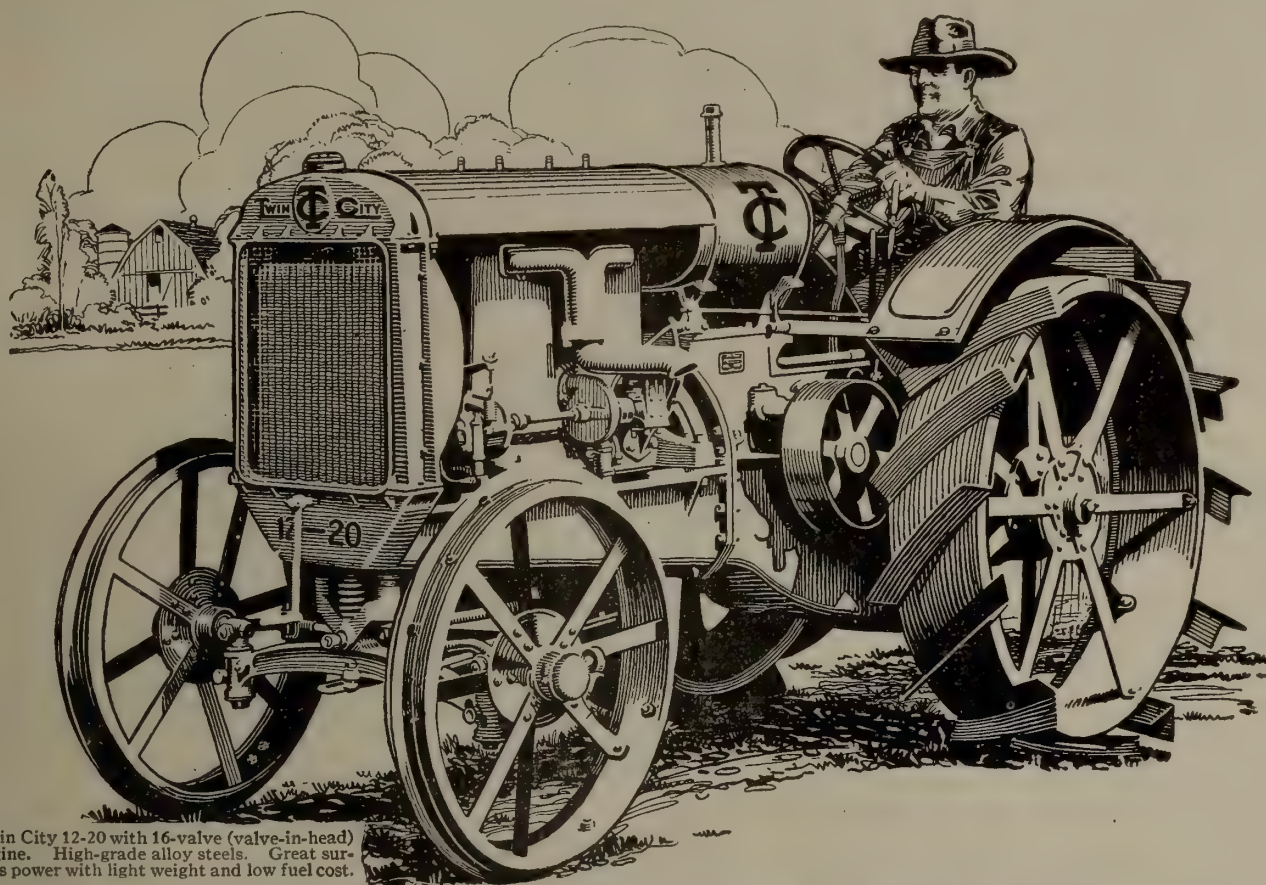
The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.

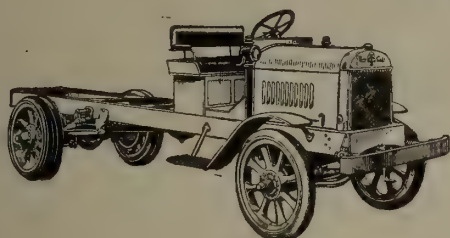
BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

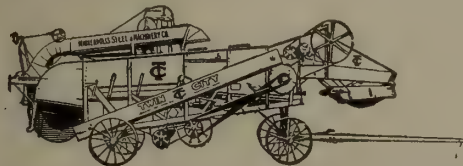


Twin City 12-20 with 16-valve (valve-in-head) engine. High-grade alloy steels. Great surplus power with light weight and low fuel cost.

Why Farmers Are Buying This Tractor



2-ton and 3½-ton trucks. Real economy and full service are Twin City Truck characteristics.



Twin City All-Steel Threshers. Four sizes—22-42, 28-48, 32-52 and 36-60.

J. H. Chidester, Bushnell, Illinois—**FARMER**—last year with a Twin City 12-20 plowed for himself and neighbors 150 acres, disced 259 acres, threshed crops from 593 acres, drove a corn shreader 13½ hours, pulled 8-ft. binder over 80 acres and traveled on the road 63 miles. His total repair cost for two years service was \$4.50.

Twin City Dealers Are Making Money

Because Twin City Tractors do their work at a profit. Because Twin City owners are Twin City boosters. Because Twin City Tractors stay sold. Here's evidence!

Joe Gerlack, Bessie, Okla.—**DEALER**—sold six Twin City 12-20 tractors and ten threshers in 1921.

Buchanan & Sons, Carrington, N. D.—**DEALERS**—during the same period sold five Twin City Tractors and thirteen threshers.

TWIN CITY 12-20 TRACTOR \$1395
16 Valve (Valve in Head) Motor

Write today for facts on the complete Twin City line of tractors, threshers, and trucks, dealer discounts, etc. To save time, please address nearest branch house.

MINNEAPOLIS STEEL & MACHINERY CO. OF CANADA, LTD.

WINNIPEG, MANITOBA. REGINA, SASK. CALGARY, ALTA.

TWIN CITY
Tractors, Trucks and Threshers

The Avery Line For 1922

The Avery Co., Peoria, Ill., has announced its line of motor farming, threshing, road-building machinery for 1922.

The line contains several new machines, new features in all machines, improved quality and reduced prices. The regular line of Avery tractors will include five sizes of four-cylinder "Draft-Horse" motor Avery type. These tractors are as follows: The Avery 12-20 H. P.; 14-28 H. P.; 18-36 H. P.; 25-50 H. P., and 45-65 H. P.

The Avery 12-20 H. P. tractor is a new type for 1922. It has all the regular exclusive features, including the Avery "Draft-Horse" motor and the "Direct-Drive" spur gear transmission, and, in addition, many new and

improved features. It is an up-to-the-minute tractor and will undoubtedly sell at a low price.

The Avery Co. is also putting on the market the Avery "Track-Runner," which is a four-cylinder tractor of the track-runner type, has a capacity of pulling three 14-inch plows at 2½ M. P. H. It runs a 24x36-inch thresher with all attachments.

The Modern Gas Tractor

We have just received from the publishers, the Norman Henley Publishing Co., New York, the 1922 revised and enlarged edition of "The Modern Gas Tractor" by V. W. Page, M. S. A. E.

This text book on tractor design, maintenance, repair and farming. Practically every standard make of tractor is described

and illustrated. The 1922 edition, is 50% larger than the second edition and is remarkable value for the price, \$3.00. As a text book on the tractor it should appeal to the power farming machinery dealer.

The chapter on engine repairing has been greatly enlarged and complete and detailed instructions are now given for repairing well-known and widely used tractor power plants, numerous new forms of which are described. Valuable information compiled by Government experts on laying out fields for tractor plowing and numerous practical suggestions for hitches so all types of agricultural machinery can be operated by tractors, are outlined. The chapter on tractor construction and upkeep has been more than doubled in size. Over 100 new illustrations have been added. Dealers can procure this book from the Book Dept. of Canadian Farm Implements.

Specialize In Magnetos

Magneto Service Station Ltd. 14th and Broad St., Regina, are official representatives for many of the leading lines of magnetos used for engine, car and tractor ignition. The company also are distributors in southern Saskat-

chewan for Exide batteries and are at present arranging for service stations in every important centre in the province. C. S. Stewart, manager of the company, reports business very satisfactory.

Holt Open New Branch

The Holt Manfg. Co., Peoria, Ill., and Stockton, Cal., announce that they have opened a branch in Eastern Canada at Montreal, where they occupy nice premises on St. Catherine's St. West.

For some years the company have had a branch house at Calgary, under the management of P. S. Saunders, who is well known to the western trade.

Development in Cletrac Line

At the opening of the seventh National Tractor Show at Minneapolis on February 6th, interest in the Cletrac exhibit centered upon the many important developments made in the New Model "F" Cletrac and in the line of Cletrac Cultivators, both of which were first introduced to the tractor industry and to the farmer only six months ago.

In place of the one type Model "F" there are now three, any one of them being quickly convertible from any other by the substitution of a few parts. These changes have been kept so simple that they can be made by the owner right on his farm in a very little time and at a small expense for the additional parts.

Briscoe Change Hands

The Earl Motors Corporation succeeds the Briscoe Motor Corporation and the Briscoe Motor Co., of Brockville, Ont. The announcement is made that the company will produce a new line of cars. Its financial affairs are on a sound basis, being in the hands of John Fletcher, vice-president of the Fort Dearborn National Bank.

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

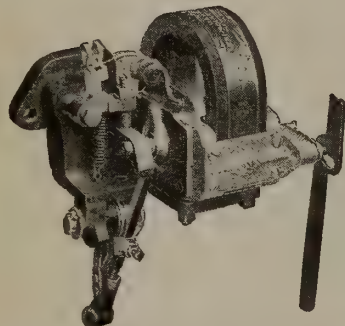
If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The **STOVEL CO. Ltd.**

A Complete Printing Service

BANNATYNE AVE. WINNIPEG



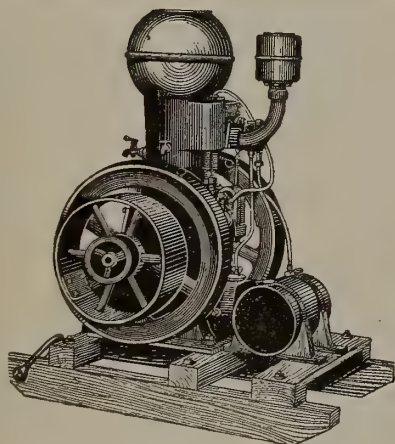
Make Your Ignition Service A Profitable Business

Get the assistance of our Prompt Service and Reasonable charges. We repair and re-magnetize all makes of Magnetos, also stock the best Magnetos in America for car, tractor and engine ignition. A complete line of Genuine Parts for all systems. Absolute satisfaction guaranteed. Let us help you give your trade real Ignition Service.

Licensed Factory and Repair Station

Acme Magneto & Electrical Co., Ltd.

148 PRINCESS ST. : WINNIPEG, MAN
The Foremost Electrical Repair Shop in Canada



Lister Engines Sell on Merit

British Built—and British Quality

Sizes: 2, 3, 5, 7 and 9 Horse-Power

No other engine has all the good features of the Lister. Its quality tells from a sales standpoint. Full rated power delivery and dependable service. For so good an engine, the price is remarkably low. Reliability; economy of operation; excellence of mechanical finish. High tension ignition—no batteries. Automatic lubrication. Every engine is shipped on skids, ready to run. No extras. Our price includes all equipment. The Lister gives the farmer real power value. Ask for new prices and dealer's proposition.

Melotte

The World's Greatest Cream Separators

12 Sizes: Capacities 280 to 1,300 lbs.

Backed by over 30 years' separator manufacturing experience, the 1922 models of the Melotte are better than ever. It is the King of Cream Separators. Its self-balancing, suspended, frictionless bowl has never been equalled for efficiency. In design, quality or materials, finish and durability the best cream separator the farmer can buy—the best the dealer can sell. Close skimming, easy to clean—easy to sell. We can make immediate delivery of all sizes.

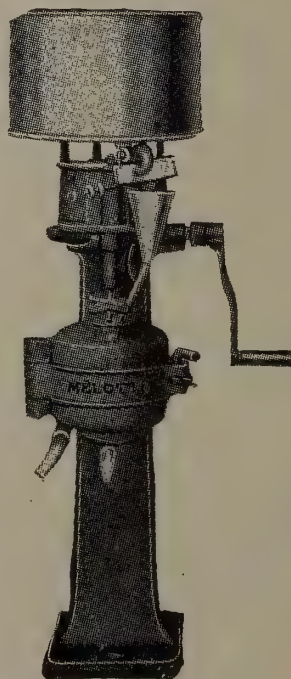
The Lister Line for 1922 - - Secure the Agency

"Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister Premier" Cream Separators, Milking Machines, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, etc.

R. A. LISTER & CO. (Canada) LTD.

Winnipeg, Man.

Toronto, Ont.



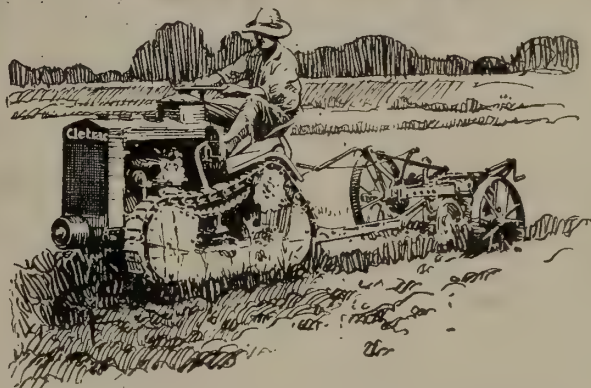
The New **MODEL "F"**

Cletrac

TRADE MARK REGISTERED

\$895

**TANK-TYPE
TRACTOR**



WINDSOR

(Sales and Import Tax Extra)

Cletrac "W"

NOW REDUCED TO

\$1445

WINDSOR

(Sales and Import Tax Extra.)

*Cletrac "F", the easiest selling
Tractor Ever Built.*

Cletrac "F" is the tractor which farmers everywhere need—a crawler-type tractor which handles all farm jobs and which sells at a remarkably low price. Our new model "F" offers one of the biggest tractor sales opportunities in Canadian history.

Cletrac "F" weighs only 1820 pounds. It is 83 inches long, 32 inches wide and 50 inches high; but it will plow six to eight acres a day, cultivate ten to twenty acres, harrow, haul and do all ordinary belt work. Is it surprising that we have received so many enthusiastic letters from dealers who have demonstrated its merits?

It is built to give trouble-free service. Parts subject to wear are made of chrome steel. Lubrication is automatic. It has no grease cups—all working parts are lubricated from crank-case. Its dependable four-cylinder motor burns coal oil (kerosene) perfectly.

Cletrac "F" is an epoch-maker. It represents a tremendous advance in tractor building. No other tractor can approach it in real value or in convincing exclusive selling features.

Substantial reductions in Cletrac prices are shown by our new price on Cletrac "W", which was \$1710, and now sells at \$1445. A similar proportionate reduction is represented in our price of \$895 for the Cletrac "F". Both prices are remarkably low.

Farmers are now buying again. Make 1922 a big tractor year by getting into the Cletrac line-up early. If you are not already a Cletrac dealer, write for our proposition and for descriptive literature.

THE CLEVELAND TRACOR CO.

OF CANADA LIMITED

Home Office

WINDSOR, ONT.

Western Sales Office

WINNIPEG, MAN.

The Railways of Canada Draw to Your Attention the

NEW RAILWAY RATES!

FOR PASSENGERS

The advance on sleeping and parlor car tickets authorized in 1920 has been cut in half—the advance made on ordinary fares at that time having been completely taken off many months ago.

FOR SHIPPERS

The percentage of advance granted to the Railways in 1920 has been reduced ten points. In addition to a five point drop at the first of the year.

These changes became effective December 1 st.

Your cost of Living

YOUR cost of living should be directly affected. If it is **not** it is because (1) as the railways have pointed out before, the actual money paid for their services is an almost negligible factor, in making prices, and because (2) even the huge sum now cut out of the railways' revenues and amounting to approximately—

\$25,000,000.00*

annually—becomes a very small fraction of a cent when split up among the billions upon billions of small and large articles which constitute the freight traffic of Canada during a year. And because

(3) the Court which has the power to control railway rates is **not** able to direct who is or is not to get the benefit of reductions. In other words, whether these savings in railway charges are passed on to you—or whether they are absorbed in marketing, cannot be controlled either by the railways or the public.

BUT this fact remains: a very great sum of money—enough to build every year a small city, or a Quebec Bridge, or four hundred and fifty of the newest and most powerful locomotives—is now removed from the revenues of the Canadian Railways and should be reflected, at least to some extent, in the family budgets of all Canadians!

WHETHER your railways can continue to function **without** the revenue thus lost to them, is an experimental problem facing the various managements. It depends largely on whether traffic keeps up or falls off—and whether costs rise or decline. But the managements are attempting the problem cheerfully and with determination to keep Canada's railway service the cheapest, mile for mile, and among the most efficient in the world!

*Estimated

The RAILWAY ASSOCIATION of Canada

263 St. James Street,
Montreal, P.Q.

306 Union Station
Winnipeg, Man.

Crawler Drive Developed For Fordson Tractors

The Bates Machine & Tractor Co., Joliet, Ill., makers of the Bates Steel Mule, have placed on the market a steel crawler drive for the Fordson tractor. It is of the same general construction as the crawlers on the Bates Steel mule. The attachment can be put on in an hour without a single hole being drilled.

The drawbar pull of the Fordson is greatly increased on soft soil due to the grip of the Crawler traction on the ground. The manufacturers state that on sandy soils where the wheel Fordson can pull two 14 inch plows with difficulty the Bates Steel Crawlers with the Fordson pull three plows with comparative ease. On plowed ground where the wheel Fordson has difficulty pulling up a slight hill with a single 8-ft. disc, the Bates Crawlers get sufficient traction for the

crawler turning devices, each having an independent foot lever so that either crawler can be slowed down or stopped entirely for short turning, with the result that an inside turning circle of 2 feet is obtained. This makes possible very short turns when working on soft ground in and around orchard trees.

Ontario Dealers Met

The Ontario implement dealers' Association held their annual meeting in Toronto recently. The attendance was very poor and it is regretted that more of the trade did not turn out. A proposal to increase the annual fee from \$5 to \$10 was discussed but it was decided to maintain the present fee for another year. L. Hall of Hall Bros., St Catharines, Ont., was re-elected president of the association.

The officers and directors elected was as follows: Llewellyn



Showing the Adaptation of the Fordson Crawler Drive

Fordson to allow a tandem disc to be pulled at a lively speed.

The Steel Crawlers have the same high-grade material and workmanship as the Bates Steel Mule, being made almost entirely of steel. The crawlers are 8 inches wide and have grousers 1½ inches high, made integral with the shoes which are open hearth steel. The shoes are connected with a hardened steel pin which works in a hardened steel bushing. On the outside of the bushing is a hardened steel roller which takes the pull of the drive sprockets and eliminates friction and wear. The sprockets are of alloy steel with openings between the teeth which permit the dirt to fall through, and is a patented construction of the Bates Steel Mule. These sprockets are mounted directly on the rear axle shaft. The front idler crawler wheels are the same as the Bates Steel Mule and are carried on Hyatt Roller bearings, entirely inclosed from the dust. The tension of the crawlers is taken up by coil springs which are adjustable.

The tractor is fitted with two

Hall, president; S. W. McKinley, of Midland, vice-president; Allan D. Gow, secretary-treasurer; Directors: T. A. Dick, of Bolton; W. J. Allen, of Chatham; R. O. Wilcox, of Beamsville; F. A. Bowen, of Petrolia; Alexander Hall, of Galt; C. W. Robinson, of Exeter; G. W. Smith, of Toronto.

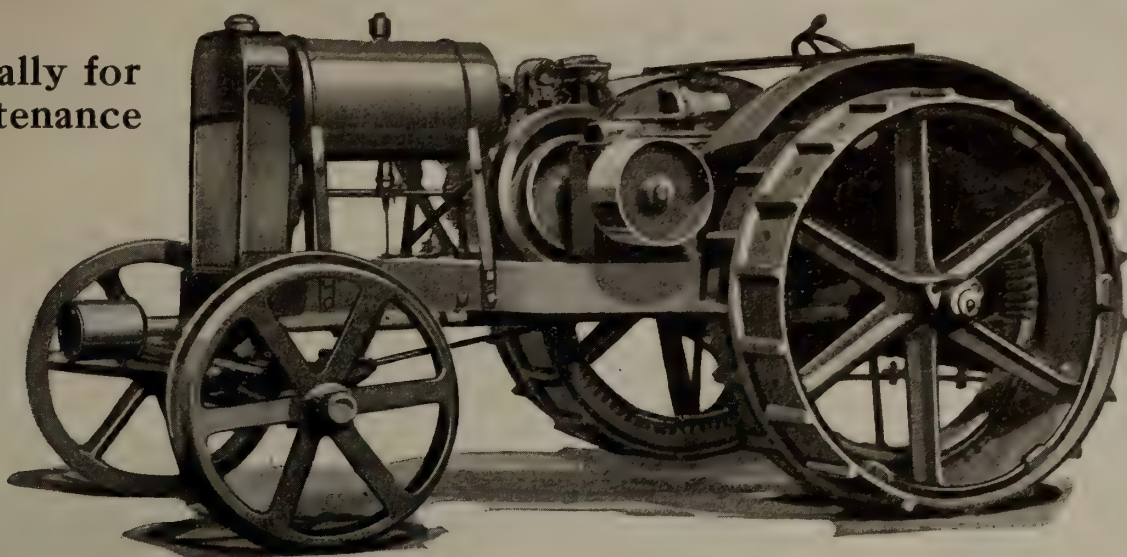
Fordson Prices Reduced

The Ford tractor works, Detroit, Mich., on Jan. 27, announced that the prices of the Fordson tractor had been reduced to \$395. This is a cut of \$230. The announcement of reduction was spread broadcast by wireless message.

Ford said, in cutting the price of tractors nearly 50 per cent., the company had taken upon itself a gigantic task of reducing manufacturing costs but which is not greater than the farmer's problem today.

Many a poor boob has lost out for no other reason than that he wasn't looking ahead.

Built Specially for
Road Maintenance
Work



Extra Cash Money For Hart-Parr Dealers

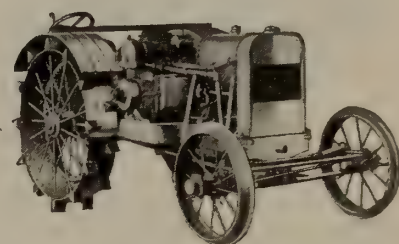
Our road tractor is a sturdy, powerful tractor, designed and specially built to meet road maintenance requirements. The same qualities that have made our farm tractors leaders in their class are making this special road maintenance tractor a leader in its class.

Hart-Parr not only built the first successful farm tractor but pioneered the use of tractors for road work. The old Hart-Parr "35" Road Builder made an enviable record for itself in road work and there are over 300 of them doing road work in Iowa alone.

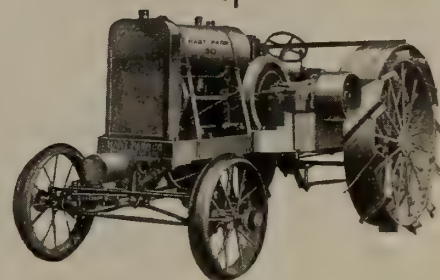
We now offer you this special road maintenance tractor backed by the experience of 20 years in building tractors. This tractor is built for the long, hard pull. It is simple and extremely accessible. An expert engineer is not required to operate and care for it.

You can take this Hart-Parr road maintenance tractor and meet any competition. It means extra cash money for Hart-Parr dealers.

Prospectus and record of performance will be mailed interested dealers on request



The Hart-Parr "20"



The Hart-Parr "30"

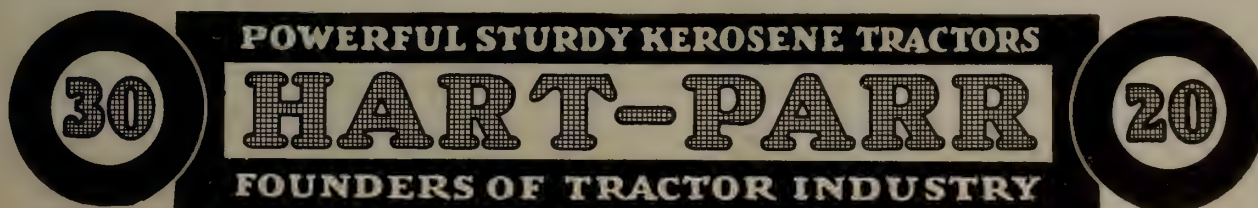
HART-PARR COMPANY

Founders of the Tractor Industry

451 Lawler Street

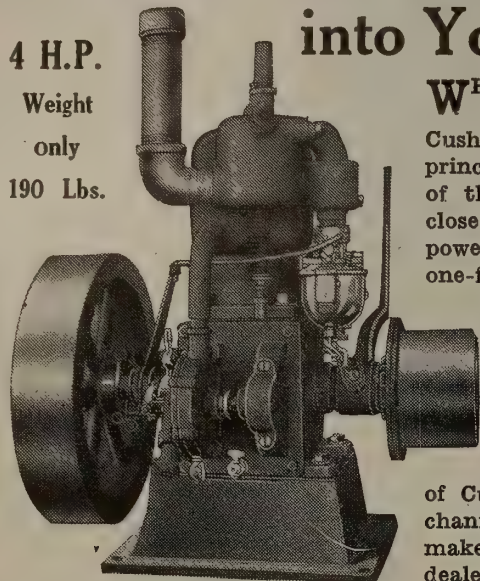
Charles City, Iowa

—Distributed in Canada by—
Hart-Parr Company, Branch, Regina, Sask.
United Engines and Threshers Ltd., Calgary, Alta.
Saskatchewan Grain Growers Ass'n., Regina, Sask.
The John Goodison Thresher Co. Ltd., Sarnia, Ont.



CUSHMAN LIGHT-WEIGHT Engines will put New Life into Your Business

4 H.P.

Weight
only
190 Lbs.

WHEREVER a Farm Engine is wanted, you can sell him a Cushman. Show the farmer the principal sales and service points of the Cushman and you easily close a sale. They deliver more power per pound, and weigh only one-fourth to one-third as much as the ordinary farm engine.

**Sizes from
4 to 20 H. P.**

The unequalled reputation of Cushman engines, their mechanical perfection and reliability make them the premier line for dealers to handle.

IT IS THE ORIGINAL BINDER ENGINE

The 4 h.p. Cushman is unequalled for general farm use—and operates the binder during harvest. Economical. Uniform speed and maximum power. Schebler carburetor, throttling governor, friction clutch pulley, water circulating pump. Cushmans have the best mechanical finish of any engine sold. Investigate them. Get the contract for 1922.

Ask for Prices—Get one on Your Floor

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work
DEPT. CF, WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

Union Bank Maintains Strong Position

57th Annual Statement Reveals Strong Liquid Position, Conservation of Resources and Efficient Management.

The annual report of the Union Bank of Canada covering the year ended November 30th, 1921 is the 57th annual report of this widely known institution. The past year has been one which has tried the strength of our chartered banks in marked degree and it is reassuring to see that the Union Bank of Canada has maintained a strong position and at the same time met the legitimate requirements of its clients in a satisfactory manner. The 1921 report shows that both the public and the shareholders have been well served.

The extent to which the Bank has participated in the commercial life of the country is shown by the amount of current loans and discounts in Canada which stands at \$62,010,000. The confidence which the public has in the institution is emphasized by the splendid manner in which the deposits placed with the Bank have been kept up under untoward conditions. Current accounts as at November 30th, 1921 totalled \$37,313,939, and savings accounts \$79,409,815, making total deposits of well over \$116,000,000. A noticeable feature of the statement is the increase during the year of Dominion and Provincial securities held by the Bank. On November 30th, 1920 these securities totalled \$8,790,636, but this total was increased materially during the year and stood at \$15,946,501, indicating that the Bank has done its share in helping to finance the governmental needs of the country.

Total assets now amount to \$152,625,386, and the percentage of readily realizable assets to total liabilities to the public stands at 53.70%, an exceptionally satisfactory percentage. Profits for the year totalled \$1,342,389 being equal to 16.79% on paid-up capital. Following the conservative policy which has always been displayed by the bank's officials, the directors have carried forward \$541,686 of this year's profits into the accounts for 1922. This is the largest amount of undistributed profits which has been carried forward in any one year in the history of the Bank and is \$400,000 greater than the sum carried forward last year.

From the foregoing it will be seen that careful management has secured for our customers of the Union Bank a maximum of service with the result that a reasonable profit was earned for the shareholders. Having thus passed through a difficult period the public may watch the steady growth of the institution with increased confidence.

A Light-Weight Steam Tractor of New Design

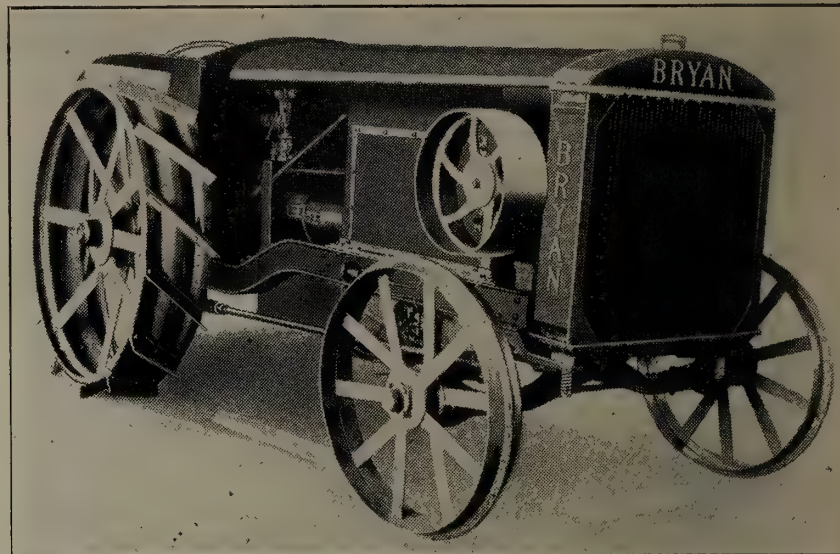
A machine that attracted a great deal of attention at the National Tractor and Farm Power show, held at Minneapolis Feb. 6-11 was the Bryan light steam tractor, as manufactured by the Bryan Harvester Co., Peru, Ind.

The claim is made by the makers that they have achieved dependability for the reason of the few parts embodied by their tractor, which is operated by high pressure super-heated steam. They

acity for three 14-inch plows the Bryan has a variable speed up to 5 miles per hour. As in all steam engines the Bryan develops its maximum power at low speed. It is claimed that it shows great economy in operation, due to the complete combustion of low grade fuel and the small quantity of lubricating oil required.

The Steam Generator

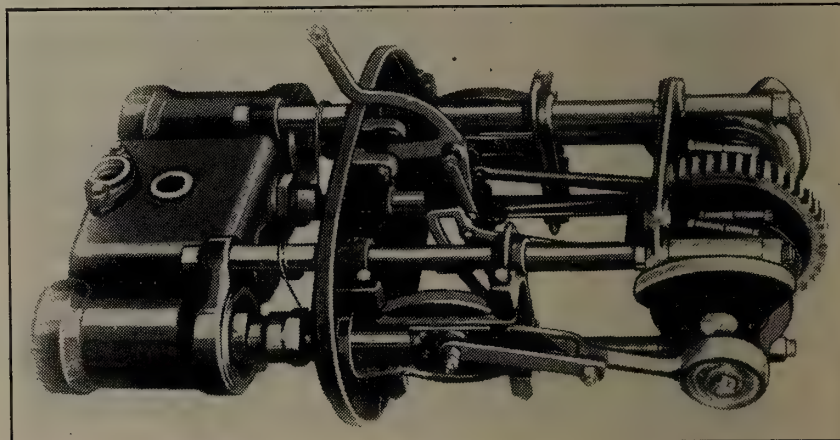
The Bryan steam generator is a water tube type and is not a flash or semi-flash generator. A water level, about two-thirds of



Light weight steam tractor recently designed. The makers claim that steam is the most reliable power for the tractor and that in this machine they have succeeded in producing a tractor of light weight and ample power for all purposes.

claim that dependable power has always been steam power—that the positive, natural expansion of steam against a piston head has never been rivalled for depend-

the generator capacity, is maintained at all times. This generator is sectionally constructed and any part of it can be replaced. It is the only generator, as

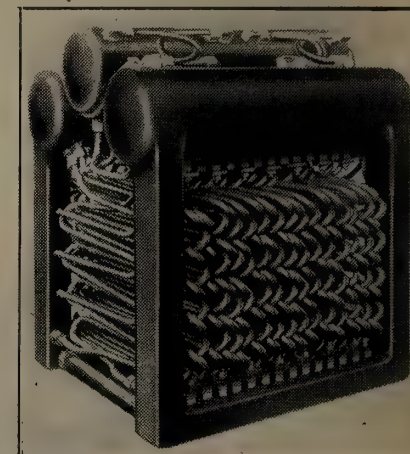


Engine in the steam tractor here described. It is a two-cylinder, with short stroke. The steam, as it passes from the cylinders, is condensed and returned to the water tank.

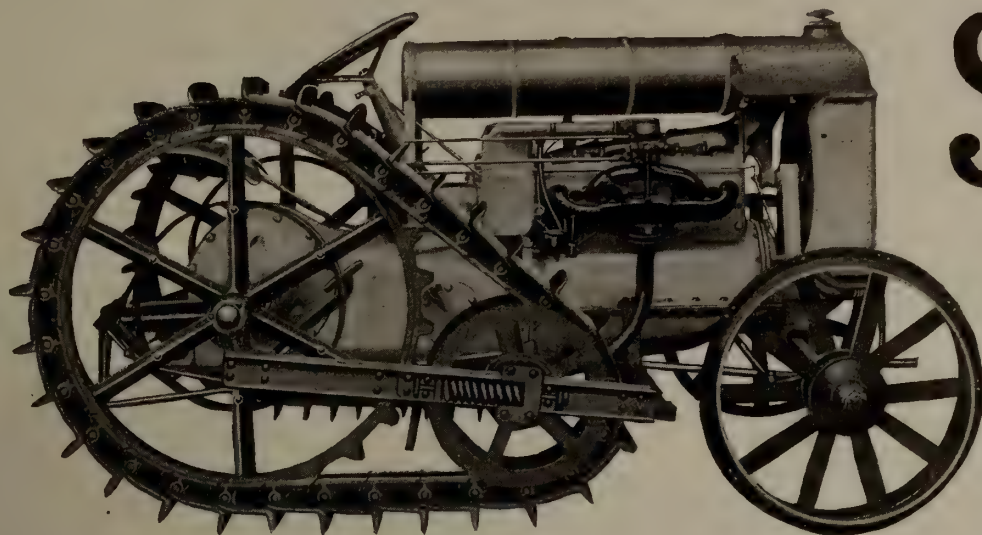
ability and flexibility in power production. On this ground the Bryan steam tractor is said to give excellent results when variable loads are met with.

By reason of this stored power the makers assert that the Bryan is, one of the most efficient tractors ever built. It has been in operation for the past two years and is said to have given good results on all haulage and belt work.

Analysis of the tractor shows that it is of the usual gas tractor design—compact and strong. It only weighs 5500 lbs. With cap-



Generator on the light steam tractor. Each tube is separate, and may be replaced without interfering with the others.



\$295

Special Announcement

BATES STEEL CRAWLERS now available for Fordson Tractors. Roller Bearing Steel Crawlers built and guaranteed by the same people who make the famous "Bates Steel Mule". Every dealer can double his sales and triple his profits if he can get this contract this season.

The Bates Steel Crawlers get the power to the Fordson draw-bar without losing it in slippage under the drive wheels and make a gain of from 25% to 60% in pull over wheels on soft ground.

These Bates Steel Crawlers give the Tractor the ability to work on plowed ground, sand, swamp, hard turf or soft mud practically as easily and as surely as the ordinary wheel tractor works on sod ground.

The Bates Steel Crawlers can be attached to a Fordson Tractor right on the farm in about two hours time. No holes to drill, no parts to make, simply take off the wheels and slip on the Crawlers and you are ready to go.

Because he can buy it for only \$295 and then do twice as much work in the same length of time, every present Fordson owner is a quick prospect for these Crawlers.

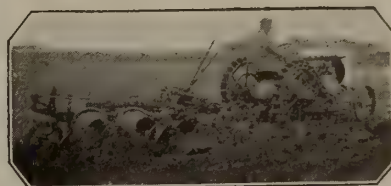
The Bates Machine & Tractor Co. have been builders of Crawler Tractors for over eight years and now are one of the largest manufacturers of Crawler Tractors in the world.

The dealer commission is large and the profits big. But not all dealers can have this opportunity because of the large number of applicants for territory. The dealers who get invitations to sell these Crawlers are now being selected as fast as we can accommodate them.

Telegraph request for territory reservation.
Write today for catalog and full information.
Give references in first letter.

Bates Machine & Tractor Co.
Established 1883

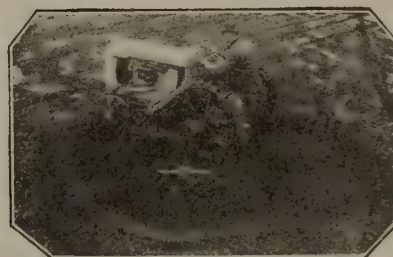
184 BENTON ST., - JOLIET, ILLINOIS, U. S. A.



Pulling 3-Plows in Illinois Sod



Discing at Fast Speed



Turning Around One Foot Circle



Moving Dirt at Low Cost



Maintaining Roads



Hauling Stone



Orchard Cultivation



Spreading Manure

J-96

far as is known, from which any tube can be removed and a new one replaced without disturbing another tube. This is by the removal of the generator casing and the release of two connections. In event no tube is available for replacement, plugs can be inserted in the generator connections and the operation can be completed in a very short time.

The firing system used in conjunction with the Bryan Steam Generator is of the vaporizing type. A positive steam automatic controls the fire, shutting off the fuel when a pressure of 600 pounds is obtained and starting it again when the pressure falls below that point.

Water is supplied to the Bryan Steam Generator by plunger type pumps. It is claimed possible to operate the Bryan Light Steam Tractor for from 5 to 10 hours on one tank of water for the rea-

son that the steam used is condensed and returned to the water tanks to be used over and over again.

This engine is a two-cylinder, double-acting type with piston valves. It has a 4-inch bore and a 5-inch stroke. Running at a very low speed in ordinary operation and having lubrication advantages, this engine should work successfully for many years.

A piston valve is used in the Bryan engine. The advantages of this type valve are accessibility of parts, lightness, more perfect balance and less wear and tear on essential parts.

The valve gear is Stephenson link type, and a vaporizing type burner is used that burns kerosene or distillate. Lubrication is by force feed. The pumps are plunger type, driven from a jack shaft. A Bryan water level indicator is used, and G. & O. tubular condenser. The front axle is equipped with Timken roller bearings and the rear axle, drive, intermediate and jack shafts with Hyatt roller bearings.

Hart-Parr Re-open Factory

As a result of the increasing demand from the field, the Hart-Parr Co. ordered the production of tractors to be resumed the first week in January. The factory, which has been closed down since November 24th for repairs and inventory, is gradually taking on men again.

The Hart-Parr organization is especially pleased with the fact that in addition to a steady, conservative business in farm tractors, there is a rapidly growing demand for the new Hart-Parr special road maintenance tractors, which promise to be in big demand with countries and townships for road maintenance work.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

G. G. Man.—Repairs for the "Liberty" grain blower can only be had from the manufacturers, the Link Manufacturing Co., Portage la Prairie, Man.

A. H., Sask.—Plow bushing Z610 is for a Case plow. This part cannot be had in the West. Write to the J. I. Case Plow Works, 622 South 3rd Street, Minneapolis.

J. K., Sask.—Repairs for a 4½ h.-p. "Olds" engine can be had by writing the Reliance Engineering Company, Lansing, Mich.

R. G. M., Sask.—Repairs for the Judson engines can be had only from the Manitoba Jobbing Co., Mr. Greenberg, proprietor, 998 Main St., Winnipeg. This firm have bought out all the repairs for this engine.

N. G., Alta.—The following firms might be able to supply you with lines mentioned. Get in communication with them: Bateman-Wilkinson, Toronto; National Farm Machinery Co., Montmagny, Que.; Peter Hamilton Ltd., Peterboro, Ont.; J. B. Dore & Son, Montreal; Matthew Moody & Son, Ltd., Terrebonne, Que.; Bruce Agricultural Works, Teeswater, Ont.; Desjardins Ltd., Ste. Andre de Kamouraska, Que.

W. R. L., Sask.—A power lift for a Sanders five-disc plow can be had only from the manufacturers. Address the Newell-Sanders Plow Co., Chatanooga, Tenn., U. S. A.

H. N. M., Sask.—The "Sylvester" grain drill is manufactured by the Tudhope-Anderson Co., Orillia, Ont. Repairs can be had from the Winnipeg branch of the company, at 166 Princess St., Winnipeg.

C. C. J., Sask.—Regarding repairs for the "Sylvester" drill, see reply to H. N. M. above.

J. M. M., Sask.—The plates for grinder marked AF7 are for grinder distributed by the John Watson Manfg. Co., Winnipeg. We have ordered a new pair to be forwarded you so as to avoid delay.

A. S. G., Sask.—You can get complete connecting rods for the Simplex 15-30 h.-p. tractor by addressing the Simplex Tractor Co., Minneapolis. No parts are carried in Canada so far as we are aware.

G. S., Sask.—No parts are carried in Canada for the "Universal" feed grinder. It is not sold in this territory. For repairs address the Marseilles Works, East Moline, Ill.

C. H., Alta.—"Fresno" wheeled and drag road scrapers are manufactured by the Holt Mfg. Co., Stockton. Write Holt Mfg. Co., Calgary, Alta.

J. M. M., Sask.—You can secure piston rings and parts for the Stickney engine by addressing the Ontario Wind Engine & Pump Co., at Regina.

G. L. T., Man.—Top bearing spool box No. 766; bottom bearing spool box No. 767 are for a disc harrow made by the B. F. Avery & Sons Plow Co., Louisville, Ky. Send direct to factory for necessary parts.

H. L. C., Sask.—So far as we are aware there are no repair stocks for the Hayes corn planters carried in Canada. We advise you to write direct to the manufacturers, the Hayes Pump & Planter Co., at Galva, Ill.

K. E., Man.—Sulky plow with wheel boxing 2E56 and collar 2F298 is a Fuller & Johnson plow. The only repair source is the Eaton Company, Winnipeg.

O. & H. Man.—The disk harrow with boxings marked 932C and lever ratchets

930L and 930R is one of the Grand Detour make. For parts address the nearest branch of the J. I. Case T. M. Co.

T. R. S., Sask.—Parts H348 and H349 are for a Rock Island disc harrow. For replacement write the Northern Rock Island Plow Co., Minneapolis, Minn.

J. R., Man.—X667 is the intermediate gear, 44 teeth, on a No. 8 Massey-Harris drill. X673 is change gear, 34 teeth on same drill. X789 is the support and bearing for the square countershaft. Write the Massey Harris Co., Winnipeg, for parts.

International Plans For Care Of Used Motor Trucks

The International Harvester Co. has completed plans for taking care of used trucks coming into dealer's hands. All trucks of a certain issue, regardless of condition, will be given a flat trade-in value. In other words, every 1919 International Harvester truck of a certain model will have the same trade-in value.

In standardizing the value of these used trucks, the owner, the dealer and the company are protected to a great extent by the periodical inspection of all International vehicles by road engineers and what amounts to almost enforced servicing of these trucks when they are found by the inspectors to need repair or adjustment.

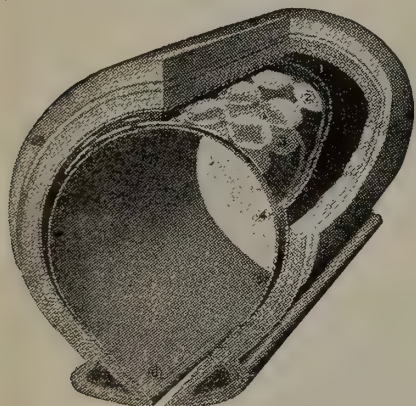
The owner of the truck is not obligated in any way to service his truck upon recommendation of the company's engineer, but he is advised to do so and arguments are advanced as to why the work should be done. This plan of service and inspection will, it is claimed, keep International trucks near the standard value that will be placed upon them.

Three Tractor Demonstrations for Britain

The British Society of Motor Manufacturers and Traders have revised their tractor trial plans for 1922. Because of the poor trade outlook, and with a desire not to burden tractor and implement manufacturers with heavy expenses the following arrangements are announced.

There will not be a large scale demonstration, for it is felt that this would subject the entrants of implements and tractors to a greater expense than trade conditions justify. It has been decided, therefore, to hold three demonstrations upon a smaller scale each to be of two days' duration. It is probable that one will be held in the West of England, probably at Seale Hayne, in February, another in Essex or Kent at the latter end of the harvest season, and a third in the North, very likely in Yorkshire in the autumn.

DEALERS: A Good Proposition



Arrange to Sell

ARMORED INNER TIRES

Guaranteed Absolute Protection from all Blowouts and Punctures. Write for prices and discounts.

Armored Tire & Rubber Co. of Canada

216 Bannatyne Ave., Winnipeg.

Less Than Pre-War Prices on Independent Harvester Company's Sulkies, Gangs and Grain Drills

20-6 Disc Drill	\$75.00
22-6 " "	77.50
24-6 " "	80.00

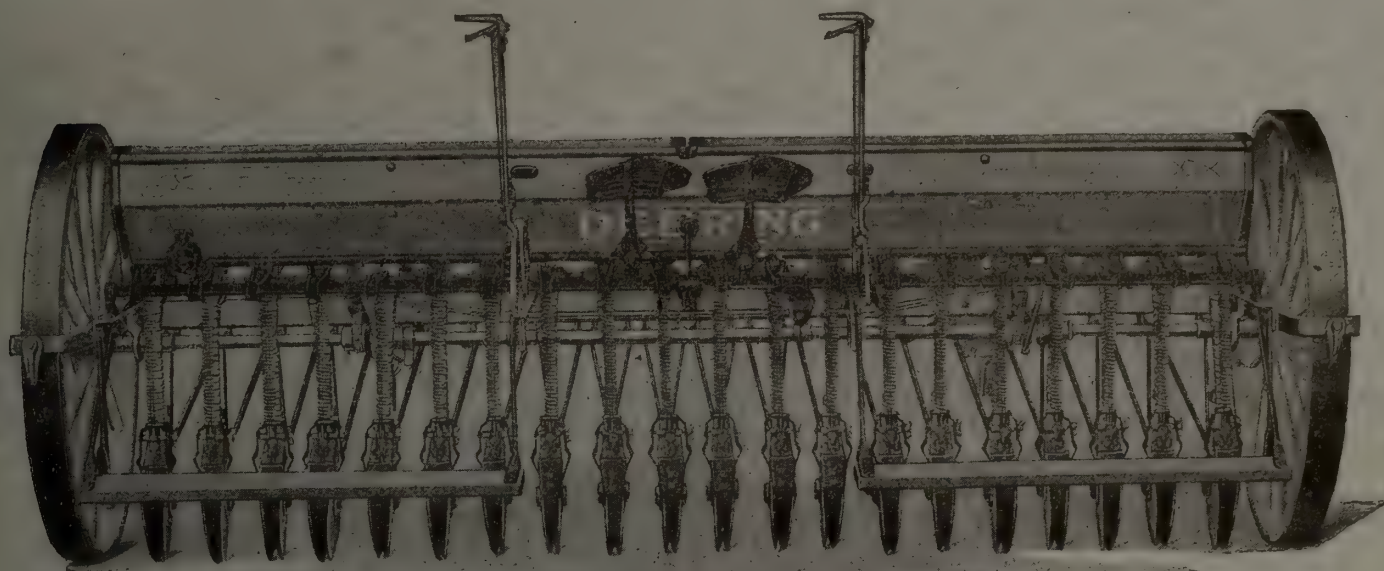
F. O. B. Minneapolis. All orders subject to stock

MARTIN & KENNEDY COMPANY
KANSAS CITY, MO., U. S. A.

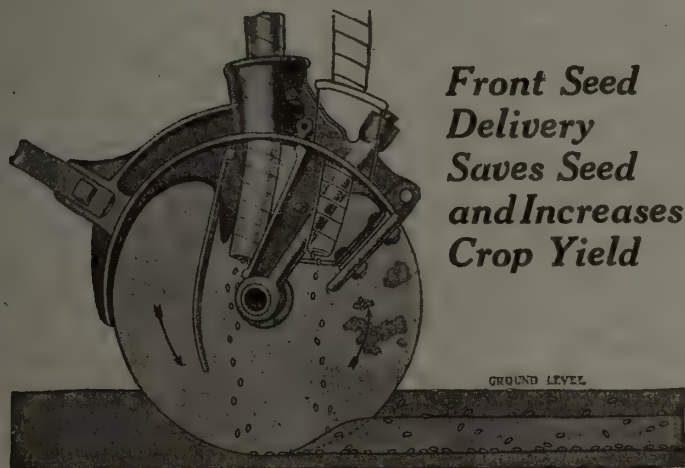
SHIP FROM MINNEAPOLIS

The Best Drill for the Farmer to Use Is The Best Drill for the Dealer to Sell

All other considerations aside, the farm implement dealer or commission agent measures his profits by the degree of satisfaction experienced by his customers, or in plainer language-- if the farmer is satisfied the dealer's bank account will show it.



McCormick and Deering Double Disk, Front Seed Delivery grain drills in the hands of Canadian Farmers are actually increasing the crop yields of the Dominion—adding hundreds of dollars to the incomes of individual farmers and increasing the business of the many dealers who sell these well-known drills.



**Front Seed
Delivery
Saves Seed
and Increases
Crop Yield**

These statements are not exaggerated. They are based on established and unquestionable proof given us by owners. For instance, Mr. D. F. Davidson, of Calgary, reports that during 1920 he increased his wheat yield 1,500 bushels by the use of Deering double-disk drills equipped with front seed delivery boots. He knows this to be a fact because he was enabled to make comparisons between fields seeded with a Deering and fields seeded with other types of drills. He says the difference was apparent from the start.

Now, if the Deering and McCormick Drills are good for the farmer to use, they are good for the dealer to sell. It is not hard to get business on a well-known and well-liked line. You can talk front seed delivery and make sales on that feature alone because every statement you make will be the truth. Front seed delivery boots increase the crop yield and you can prove it. That is the kind of talk the farmer likes to hear and the kind that will move him to action.

If you will handle the McCormick or Deering Drill in your territory, you will profit—we will profit—and the farmers who use the drills will profit. Can you beat that combination?

See the blockman or write your branch house and arrange to get a sample up without delay

INTERNATIONAL HARVESTER COMPANY

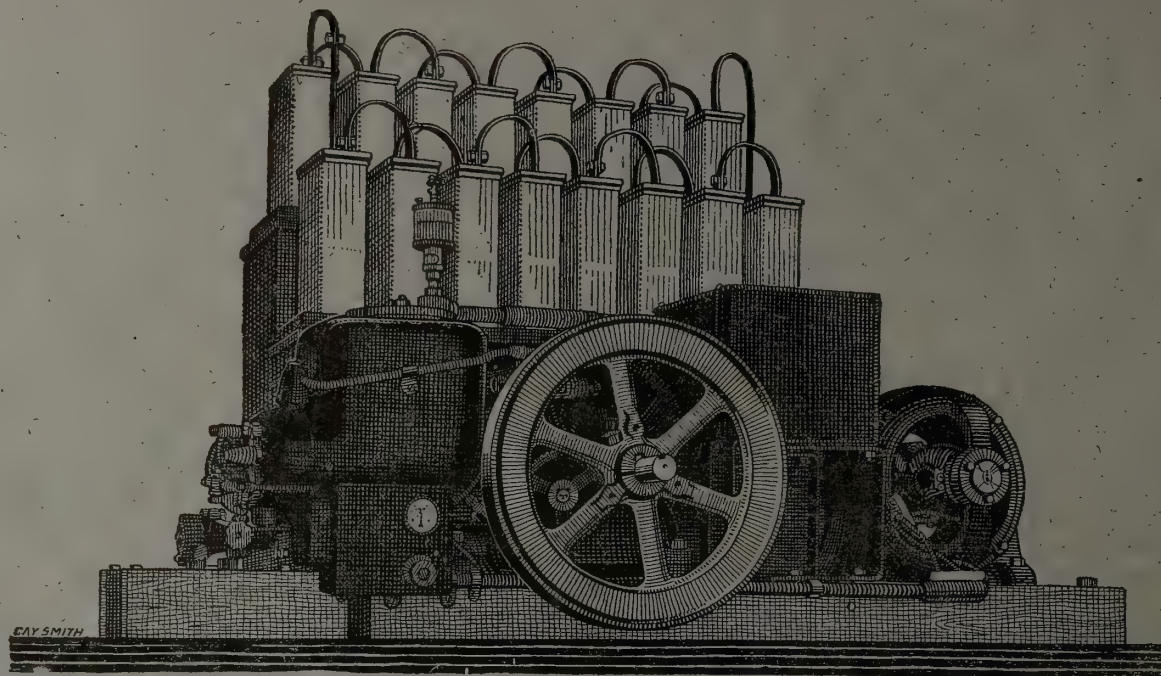
OF CANADA LTD.

HAMILTON CANADA

WESTERN BRANCHES — BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA.,
ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.

EASTERN BRANCHES — HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST. JOHN, N. B.





At This Price This Lighting Plant Will Build Business With Your Farmer Customers

IN September of last year the Fairbanks-Morse Type "F" 40-Light plant sold for \$525.

Today it is reduced to \$350. F.O.B. Toronto.

This is the lowest priced 40-light plant on the market—the cheapest in first cost, most economical in fuel use, and the lowest in cost of upkeep because the combination of a low-speed engine with a high speed generator means less wear and tear and greater lighting efficiency.

Your Customers know the good points of this lighting plant and any one of them can afford to install it.

And you can build bigger business profits by getting behind this price reduction. Special terms to dealers who are interested. Write today and learn more fully about this remarkable combination of quality, price and easy terms.

FAIRBANKS-MORSE 40-LIGHT PLANT NOW \$350

F. O. B. Toronto

The Canadian Fairbanks-Morse Co., Limited



St. John Quebec Montreal Ottawa Toronto
Hamilton Windsor Winnipeg Regina Saskatoon
Calgary Vancouver Victoria.

CANADIAN FARM IMPLEMENTS

VOL. XVIII., No. 3

WINNIPEG, CANADA, MARCH, 1922

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 Cents

The Way to Save

It is the systematic regularity with which you make small deposits, rather than the occasional banking of a considerable amount, that steadily builds up a substantial financial backing.

Get the habit of definitely depositing. Three dollars saved every week, with interest at 3% compounded semi-annually, in five years will amount to \$841.02.

89a

UNION BANK OF CANADA

Head Office • WINNIPEG

Protection *plus* Economy

Canada's Fire Loss for 1921 totalled \$45,015,930. Of this enormous loss only 75 per cent. was covered by insurance. In Manitoba, Saskatchewan, Alberta and British Columbia the fire loss was \$12,544,000, or \$5.09 per capita.

This is an enormous increase. Think it over. Is your store, stock and home protected? If not—act NOW! Investigate our Policies, which for 15 years have provided protection at one-half the Board Companies' rates.

ASSETS OVER \$4,000,000.00.

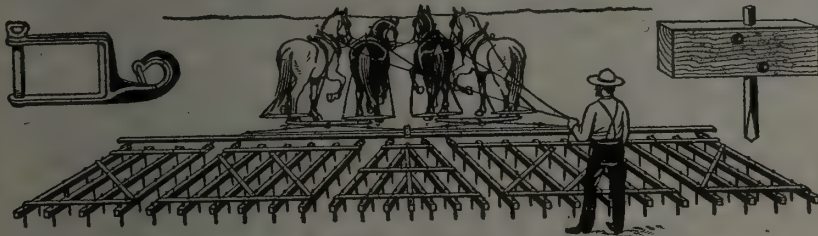
NET CASH SURPLUS OVER \$2,000,000.00.

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager.

802 Confederation Life Building, Winnipeg.

Sell WATSON'S HARROWS



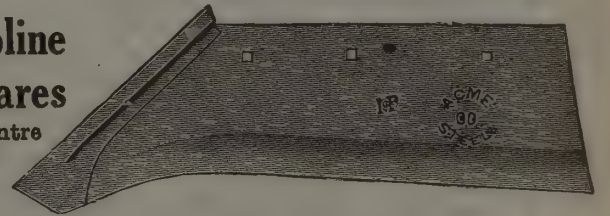
WATSON'S BOSS WOOD HARROWS

These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design. Have exclusive features. Easy sellers. Sizes: 78 Tooth, 14 feet; 102 Tooth, 17 feet; 150 Tooth, 24 feet; 174 Tooth, 30 feet; 222 Tooth, 38 feet. Consider no statement that you can get harrows "just as good" as Watson's. There is but one Watson. Order it from us.

Get Prices and Attractive Sales Offer on the Watson Line.
It will Stimulate your Spring Business.

Genuine Moline "ACME" Shares

The original soft centre share. Give perfect wear. Order your Stock now.



Repairs for "Monitor" Drills, Moline Plows and Moline Disc Harrows—Mandt Wagons and Farm Trucks—National and Mandt Manure Spreaders—Moline Universal Tractors—Moline Engine Gangs—Adriance Binders, Mowers and Rakes.

Also Repairs For
Janesville Plows,
Disc Harrows, etc.

SEND US YOUR
REPAIR ORDERS

John Watson Mfg. Co.

311 CHAMBERS ST., WINNIPEG, Man.

REDUCED PRICES

ON
Farmers Special Fanning Mills.
Rotary Automatic Grain Picklers.
Beaver Automatic Grain Picklers.

INDENTED CYLINDERS and ROTARY SCREENS are the fastest and most accurate machines for cleaning and grading grain of all kinds. These machines will make any possible separation.

GET THIS AGENCY. IT WILL PAY YOU.
The House of Quality We Ship Daily

Write for Latest Prices

Western Implements Limited
Cor. 6th & Scarth St. Regina, Sask.

What do we Live for ?

if not to make life less difficult for others? Are you so living that you will not, after your death, leave difficulty for your dependents? All well whilst you are able to provide, but when the inevitable happens what then? But why contemplate when means are at hand to avoid chance of distress—the cost is reasonable; the results certain and advantageous.

Write for particulars of the means referred to.

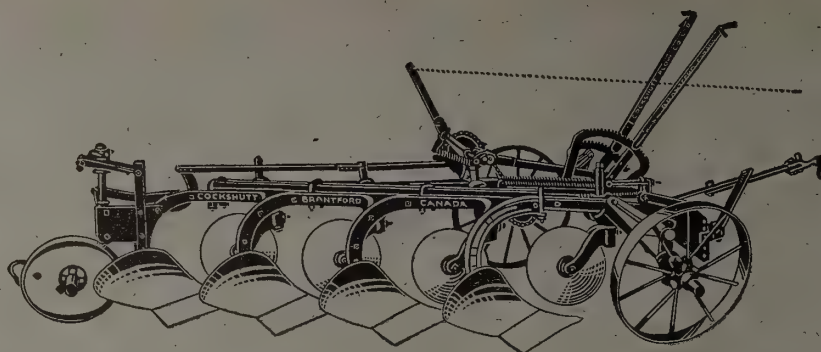
When writing state age nearest birthday to

The GREAT-WEST LIFE ASSURANCE Co.

Dept. "P.16"

Head Office : : : WINNIPEG

Moldboard or
Disc Types in
2 to 10 Furrows



A Size and
Style to suit
every Tractor

Cockshutt Tractor Plows

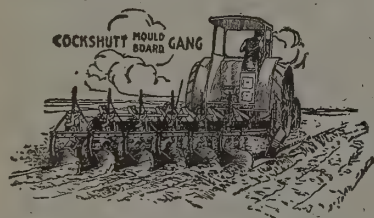
Prices of both Plows and Tractors are down to the point where Farmers are interested. Push Cockshutt Plows and get the Cream of the Trade.

They are better suited to conditions in your vicinity than any other make, because they are the result of long and intimate experience with Western Canada soil conditions. They have strength for every class of work and have the proper design to do that work in a way that will please and make a satisfied customer out of each user.

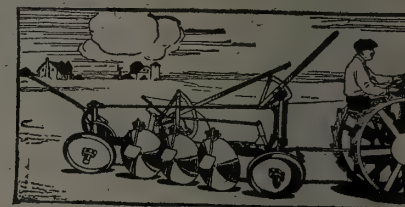
Most farmers realize the importance of giving as much thought to the purchase of their plow as to the Tractor. The splendid reputation of Cockshutt Plows makes them easier to sell than most others. They are being used behind every make of Tractor and giving perfect satisfaction.

Made in Moldboard or Disc types for light or heavy machines.

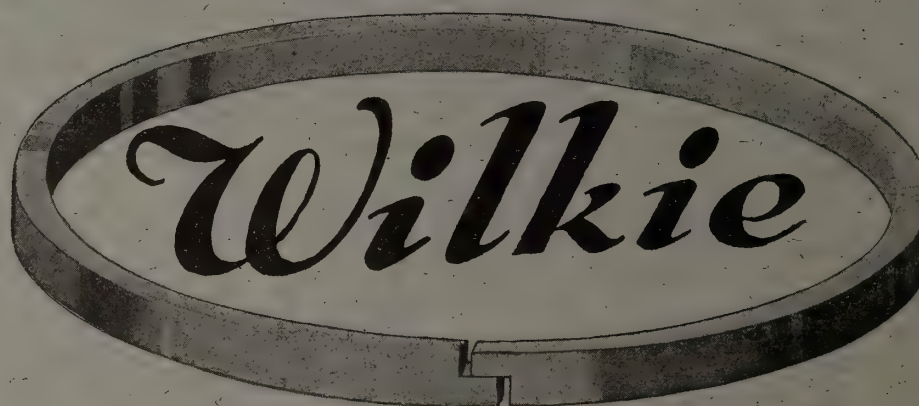
Write our nearest Branch House today for literature and fuller particulars.



Cockshutt Plow Co. Limited
Winnipeg, Regina, Saskatoon,
Calgary, Edmonton.



Handle this
Fast
Selling and
Profitable
Line for
Dealers



For Cars,
Trucks,
Tractors,
Stationary
Engines and
Motorcycles

PISTON RINGS

Canadian Made---In All Sizes up to 6 ins. x 1-2 inch.

Every Ring Guaranteed

Cash in on the replacement demand that will exist for Piston Rings this season. There will be a great volume of overhauling done on cars, tractors and engines. Develop this trade. Make your store local headquarters for Piston Rings. Do not pay fancy prices for rings. Sell your customers "Wilkie" Rings and assure satisfaction.

No rings are better made and our product is adopted as standard equipment by the Packard Motor Co., Montreal and many other leading Canadian concerns. Individually cast from close-grained, properly proportioned materials, they are as near to perfection as the most up-to-date machines and human skill can make them.

It will pay you well to carry an assorted stock of Wilkie Rings. Meet the demand and net a nice cash profit on every sale. Our rings are a specialty that appeals to every aggressive dealer. Show them in your store.

Reasonable Price. Lay in a Stock

Explain their power-saving efficiency to your customers. Wilkie Rings are shipped in cartons, otherwise wrapped in strong paper. Every package plainly marked with size. Ask your Jobber for prices or write us direct.

Get data from your jobber covering the service we are building up on "SERVICE PISTONS" for all the popular makes of cars.

Windsor Machine & Tool Works

Limited

SOLE MANUFACTURERS



312-316 Pitt St. West, Windsor, Ont.

Factors of Case Leadership

The Case policy of sales promotion for 1922 is based on the experience of over 50 successful dealers who made money in 1921 selling Case machinery.

They were successful in a difficult year, so we took the best of their tried ideas and methods and combined them in a plan for the use of all Case dealers—a plan that will help any dealer who will use it, to get his full share of business in 1922.

Besides these sales helps, Case dealers have many other advantages. Strong influences that are particularly effective at this time will be working for them:

1. **Reputation.** The Company was founded 19 years before Abraham Lincoln became President, and has grown in the esteem of farmers everywhere because of its honest products and honest dealings.
2. **Quality Product.** Case tractors, threshers and power farming machinery are noted for their superior qualities of design and construction.
3. **Extensive Line.** A line of power farming machinery sufficiently extensive to meet the requirements of every farmer and of every condition in your community.
4. **Large Manufacturing Facilities.** Unexcelled facilities for producing in quantity high grade machinery to sell at volume prices.
5. **Large Sales Organization.** A large, well organized and efficient sales force that will miss no opportunity to assist our dealers at any time.
6. **Effective Advertising.** Forceful sales messages in leading farm journals and other effective advertising to the best farmers in every part of the country.
7. **Well organized service facilities** that enable our dealers to keep Case owners satisfied.

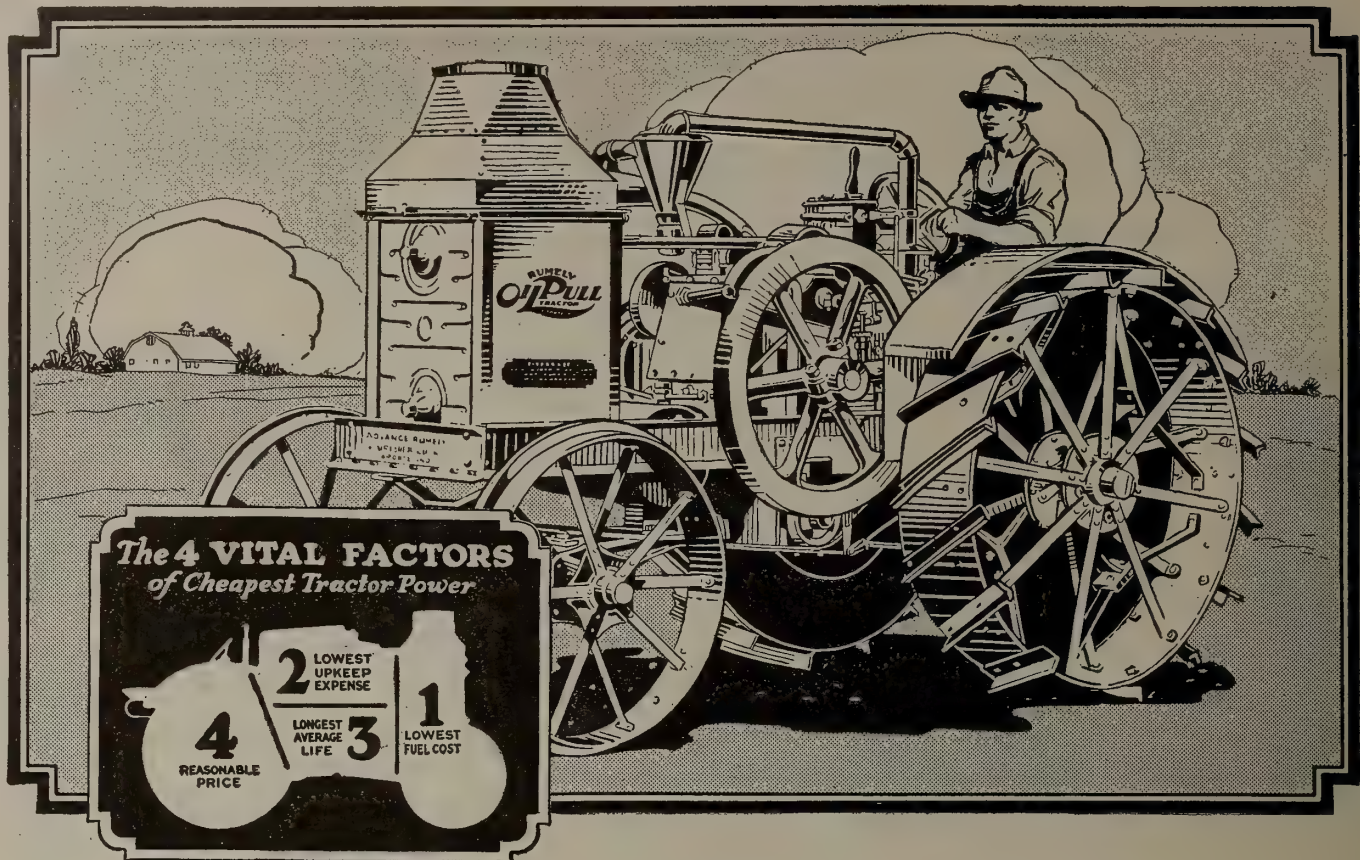
If you are determined to gain leadership in the power farming machinery business in your territory, come in to our organization and take advantage of these opportunities now.

J. I. CASE THRESHING MACHINE COMPANY
Dept. R214 Racine Wisconsin

Factory Branches *Alta., Calgary—Edmonton Sask., Regina—Saskatoon Man., Winnipeg—Brandon Ont., Toronto*



NOTE: We want the public to know that our plows and harrows are NOT the Case plows and harrows made by the J. I. Case Plow Works Co.



Cheapest Power Is Easiest to Sell

Four Vital Factors are necessary in a tractor to make cheap power. These are:

1. Lowest fuel cost.
2. Lowest repair expense.
3. Longest life.
4. Reasonable price.

To combine them has long baffled Tractor Engineers. But they are now positively combined in the OilPull. This is proved by the following records: (1) An OilPull has held all official National Fuel Economy records for 10 years. (2) Exhaustive investigations indicate that OilPull yearly upkeep is only 50% of the national yearly average found by Government Experts. (3) The average life among OilPulls is 10 years and more. (4) OilPull prices are always reasonable.

These records are due to high-grade construction, oversize parts and especially to Triple Heat Control—a perfected oil-burning system which finally solves the problem of getting the power out of cheap kerosene.

The final result is that the OilPull—with lowest fuel cost, lowest upkeep expense, longest life and a reasonable price, provides the cheapest power.

Triple Heat Control is being widely advertised. Farmers in your section as well as others will want to know about it. Write for our booklet which describes the system.

We have some valuable territory still open. Write for details.

Advance-Rumely Thresher Co., Inc.

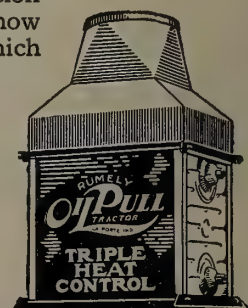
Calgary, Alta.
Saskatoon, Sask.

48 Abell Street, Toronto, Ont.

Regina, Sask.
Winnipeg, Man.

The Advance-Rumely line includes kerosene tractors, steam engines, grain and rice threshers, alfalfa and clover hullers, and farm trucks

Served from 29 Branch Offices and Warehouses



ADVANCE-RUMELY

CANADIAN FARM IMPLEMENTS

Vol. XVIII., No. 3

WINNIPEG, CANADA, MARCH, 1922

SUBSCRIPTION PRICE IN CANADA { Per Year \$1.0
Per Copy. 10

Profit by Handling a Line of Dairy Equipment

While many farm products have fallen greatly in price, with a consequent effect upon the trade done in territories where only grain growing obtains, it is important for the dealer to recollect that dairy products maintain a good price—also that the mixed farming area and the dairy farmer are good assets for the man who sells farm equipment.

arators and milkers Do not imagine that sales can be made only to men who do not own separators. Search for the farmers who bought cheap, inefficient machines and show them the advantage of owning real cream separators instead of outfits that rob the dairyman of a part of his profits.

was allowing to go to waste. He could make a good sized payment on the best cream separator manufactured. I sold him a new separator without further argument."

Farmers have learned a costly lesson, and aren't so keen to patronize mail order firms today as they were a few years ago. They take an intelligent interest in cream separators, and usually agree that it isn't logical to expect a high grade machine to sell as cheaply as inferior separators.

The dealer should try steadily to show the farmer that the best cream separator is cheapest in the end. Ask him if it isn't logical that a make of separators, which are giving satisfactory service in every agricultural community in the country, must have something to recommend them. It isn't as easy to manufacture a good cream separator as some people are given to understand.

The manufacturer of a good cream separator has considered such problems as are related to the separation of butterfat, and has perfected his machine until

Sales Arguments Based on Facts

Getting cream by gravity is about as efficient as threshing grain by using a flail. From one-third to one-fourth of the cream stays in the milk. Sweet skim milk fresh from the separator, is a great deal better for feeding purposes than the sour, strong milk which comes from crocks and pans. The warm sweet milk contains all the life giving and bone and muscle-making food elements contained in the whole milk. Calves and pigs thrive on it. On the other hand, old sour milk from the gravity system is the poorest kind of food, regardless of the amount of butterfat it contains. The nutritious sugar of milk has been changed by the action of germs while it was standing to lactic acid, which is nothing more or less than a form of vinegar and, vinegar in large quantities is harmful to animals, especially so to young calves and pigs.

Warm skim milk fresh from the separator has from five to six times as much feeding value as cold, sour skim milk. This is



Silo Sales Harmonize with Dairy Equipment.

A good cream separator will skim within three tenths of one per cent. of the butterfat. Many machines will skim to one-tenth of one per cent. if handled properly. The experience of a dealer in Manitoba is not without interest as showing how sales can be developed. This dealer told us the following story:

Showing Him the Loss

"About a year ago I located a farmer who is using an old separator. It was a fairly good machine when new, but after its several years' of steady use wasn't skimming as close as the modern machines I sell. The farmer milked five cows, averaging close to 120 pounds of milk the year around. Tests showed his skim milk contained six-tenths of one per cent. of butterfat. He was losing at least three-tenths of one per cent of fat daily.

I asked him to look over my figures, which showed that one per cent. of 120 pounds is 1.2 pounds. Three per cent. of 1.2 pounds is .36 pounds, or over a third of a pound of butterfat daily. Figuring this at a minimum of only 60 cents per pound, as at that time, he was losing 20 cents a day, which meant a weekly loss of \$1.40, and an annual loss of \$73, which represents the profit from a mighty good cow. I informed the farmer he could do a lot with the money he

they cannot help giving satisfaction if handled properly. Nothing can be slighted in constructing a good cream separator. The machine must be built with perfect accuracy; every bearing must be properly proportioned and exactly fitted to its shaft. The mesh of the gears must be perfect, and exact to the thousandth part of an inch.



The Milking Machine takes Drudgery from Dairying.

why calves and pigs fed a ration of sour skim milk are stunted, rough specimens, while young animals given sweet skim milk from a separator are thrifty and healthy.

Milking Machines Wear Well

The dealer can start out to sell milking machines encouraged by the knowledge that the experi-

Most farmers have come to the conclusion that dairying offers great opportunities for financial gain. They also see that in dairying loss must be avoided by using the most modern equipment they can have so as to save labor which means making money. Many dealers do not seem to figure that dairy equipment has possibilities. They are still obsessed by power farming tools—the tractor and the thresher—the lines that most directly are in demand for handling large grain acreage.

There are few lines better to handle than dairy equipment. No man should neglect the sale of milking machines and cream separators, water systems and barn equipment. Such lines can be pushed to advantage every month in the year. They have no dead season. Now is the time that dealers should arrange to display and demonstrate cream sep-

mental stage of mechanical milkers is passed. The mechanical milker is wholly a utility machine. By eliminating ordinary drudgery of the most irksome kind, it pays for itself in the saving of help in the dairy barn. Farmers are induced to invest in mechanical milkers for several reasons, the more important being the scarcity of hired men who are willing and able to milk cows, and the difficulty in distributing work on the farm evenly.

The operation of the milker is not difficult. Fitting the teat cups to the cow and keeping close watch to see that the teats and udder are in normal condition are important points when operating a machine milker. The cups should fit the teats so they will get a straight and proper grip, and the pulsation of the machine should be regulated to suit the individual cows in the herd. The operator should adjust the machine to give the proper length of squeeze and length of release in order to make it do good work without annoying the cow. A short, quick pulsation is not suitable for a cow with long teats, especially when the cow is a hard milker.

The cows' udders should be washed, and the teats moistened before milking begins. Should a cow have any kind of udder trouble, it is advisable to milk her by hand until she is cured.

Cleanliness Essential

Teat cups should be cleaned and sterilized after each milking. When properly cared for the teat cups are not any more frequent distributors of bacteria than a milker's hands. Filthy, germ-laden teat cups will set up infection in some form, and the use of unsterilized teat cups is certain to eventually result in disaster.

Dirt, rust, violent jarring, filthy teat cups and unsanitary tubes will have an unfavorable effect on the milking machine and result in dissatisfaction on the owner's part. This is why dealers must educate customers regarding the details of successful machine milking.

Dealers who sell machine milkers must be prepared to answer various kinds of information. Get farmers in the habit of depending upon your assistance, then you can successfully push the sale of milking machines.

F. A. Jackson, manager of the Massey-Harris Harvester Co.'s branch at Kansas City recently visited the Canadian factories of the company at Toronto.

Tractor Companies Announce Substantial Reductions

Several of the leading tractor and threshing concerns operating in the Canadian West have lowered their prices recently. Following are some of the firms and the prices of their machines at date:

J. I. Case Threshing Machine Company

The Case 10-18 h. p. tractor has been reduced to a price of \$825 f. o. b., Winnipeg. At this price the customer is given as a bonus, a two-or three-bottom Grand Detour engine plow, or if this is not desired, the choice of an 8-foot tractor disc or a 10-inch silo filler. The Case 15-27 h. p. tractor is now priced at \$1590 f. o. b. Winnipeg, with free of charge, a three-furrow plow or the same value in a disc harrow. In 1920 the 10-18 was \$1310, and the 15-27 \$2030.

Advance-Rumely Thresher Co.

The Advance-Rumely Thresher Co., Winnipeg announce adjustments in the price of their Oil-Pull tractors as follows: The price of the 12-20 h. p., on terms, f. o. b. Winnipeg, is now \$1260. The 16-30 OilPull is \$2010; the 20-40 h. p. is \$3135 and the 30-60 h. p. is \$4740.

Alterations are also reported on the price of Advance-Rumely threshers. The 22x36 with high weigher is \$1415; with low weigher \$1402.50. The following price for the threshers refer to the difference represented between the machines as equipped with a high weigher or low weigher. The 28x44 thresher is \$1550 and \$1537.50; the 28x48 is \$2047 and \$2030; the 32x52 is \$2112 and \$2095; the 36x60 is \$2222 and \$2205. The prices quoted are all f. o. b. Winnipeg, on terms.

Minneapolis Steel & Machinery Company

The Minneapolis Steel & Machinery Co., Winnipeg, distributors of Twin City tractors recently issued their new prices for the season. The following quotations are f. o. b. Winnipeg. The 12-20 h. p. Twin City is now \$1595; the 16-30 h. p. is \$2400; the 20-35 h. p. is \$3650 and the 40-65 h. p. is \$5900.

New prices are also given on Twin City all-steel threshers. The 22x42 is \$1850; the 28x48 is \$2100, and the 32x52 is \$2750.

Gray Tractors Lower in Price

A. Prugh, manager of the Gray Tractor Co. of Canada, Ltd., Winnipeg, announces that they have reduced the price of the Gray 18-36 h. p. tractor by five hundred dollars. The new price

of \$1850, f. o. b. Winnipeg is the lowest at which the Gray tractor has ever been sold. This offer became effective on March 6th and will be in force until May 15th.

In 1920 the Gray tractor sold for \$2785, and in 1921 for \$2350. The company state in their announcement that this is an exceptional offer in view of the quality construction of their machines.

Waterloo Boy Tractors Show Reduction in Price

The John Deere Plow Co., Winnipeg announce that they have lowered the price of the Waterloo Boy tractor from \$1375 cash f. o. b. Winnipeg, to \$775.00 f. o. b. Winnipeg.

This applies to the model N, 12-25 h. p. which has several improvements over the 1921 models. The company state that this sweeping reduction in the price of their tractor makes it possible and profitable for every farmer to own one. In addition to lowering the price of their tractor the John Deere Plow Co. have lowered the price of a John Deere No. 5 three-bottom gang plow, power lift and with quick detachable shares, to \$173.25. This plow sold last year for a cash price of \$298.00. This gives the farmer a three plow tractor with a plow complete for \$948.25.

The Waterloo Boy, says the manufacturers, is a sturdy and strong machine that will pull a three-furrow 14 inch plow in ordinary soil and will do real plowing at a speed of 2¼, or 3 m. p. h. It has power to run a fully equipped 24-inch thresher and to operate a large silo or feed grinder. Using kerosene, the Waterloo Boy is said to be very economical in operation and it uses but ½ gallon of lubricating oil a day. With 85 years of plow manufacturing experience behind them the John Deere plows are known as a standard of quality. The new price offers Deere dealers a sales opportunity which should prove profitable.

Avery Tractors Reduced in Price

The Canadian Avery Company, report a reduction in the price of their tractors for the 1922 season. This reduction averages 33 1/3 per cent. below the 1921 prices. We give below the present price of the Avery line f. o. b. Winnipeg. Slightly higher prices are quoted for the line f. o. b. the company's branches at Regina and Edmonton. In connection with the prices given, attractive terms are offered the trade. The prices at Winnipeg for the various models are: Avery 5-10 h.

p., \$490; 6-12 h. p. \$715; 8-16 h. p., \$785; 12-25 h. p. \$1150; 14-28 h. p., \$1525; 18-36 h. p., \$2200; 25-50 h. p., \$3659; 45-65 h. p. \$4800. One-Man Road Razer, cash price, \$2000.

Special prices are offered on extension rims, gas tanks and pilot guides. L. J. Haug, manager of the company at Winnipeg, states that the Avery line of threshers will average about 25 per cent below 1921 prices.

Winnipeg Wholesale Association Meeting

The Winnipeg Wholesale Implement Association held their regular monthly meeting on Feb. 28th, with J. P. Minhinick, manager Cockshutt Plow Co., president of the association, in the chair.

A good attendance of the trade were present. M. J. Carruthers of the Advance-Rumely Thresher Co. reported on the matter of registration of lien notes as taken up with the Law Amendments Committee of the provincial legislature.

J. Redden, manager of the J. I. Case T. M. Co. took up the matter of approaching the express companies in regard to having them enforce the repayment of express charges on second hand machine parts returned the companies by farmers. Such parts may be held to be defective by the farmer, who ships them back collect. In many cases this charge is not justifiable, and it meant a heavy outlay for the tractor and thresher concerns in the course of a year. In the case of dealers, the company could charge back such charges, but not in the case of the farmer who returns the part direct to the branch house.

It was finally decided that a committee be appointed to approach the express companies so as to have them alter their classification so that all second hand parts, castings and equipment, such as magnetos sent in for overhauling, be placed on the prepaid lists.

The illness of J. A. Tanner, manager of the International organization was reported, and a letter of sympathy was sent him to Rochester, Minn. It was decided that the action of the association regarding the prepayment of express on returned parts be reported to the wholesale associations at Regina and Calgary.

Times are not hard because the drinks are soft.

Many on the water wagon feel better off.

75% Gain in Business From One-Half Our Dealers

Since September 1st, when reduced prices were announced, our business has shown an increase over last year of from 50. to 100 per cent, depending upon the territory.

Our business is fine; but the surprising part is the fact that this increase is coming from practically one-half our agents. One-half our agents are working hard, and as a result are greatly increasing their separator and milker business. These are facts, not theory.

The other half of our agents are still hibernating, or are congealed in frozen credits which they are waiting for the sun of some possible 1923 prosperity to melt.

If all our agents were out working hard our business might easily be from 100 to 200 per cent ahead of a year ago—with a corresponding increase in commissions to our agents which such business would bring.

There is the best reason in the world why our business should be good. Dairy farming was relatively never more profitable than it has been the past year and is right now.

Butter could go down to 22 cents a pound and still be more profitable than corn or oats at present prices.

During 1921 the average price of butter was 49% above the average of the five pre-war years, while corn and oats were 11% below that period; hogs were 11% above and beef cattle 7% above.

That's the reason why our business is good and why every agent who is working hard is getting his share.

To which class do you belong—the working or the hibernating?

THE DE LAVAL COMPANY, Ltd.

MONTREAL

PETERBOROUGH

WINNIPEG

EDMONTON

VANCOUVER



The De Laval Milker

Both save time and eliminate drudgery twice a day, 365 days a year.

Both increase the quantity of the product.

Both improve the quality of the product.

Both are made by De Laval, the oldest, largest and best-known manufacturers of their kind in the world.



The De Laval Separator

Sooner or later you will sell the De Laval

Heavy Reduction in Binder Twine Prices for 1922

The International Harvester Company of Canada announced its twine prices for 1922 on February 25. The new prices are as follows:

	Cents Per lb.
Standard, 500 ft.	11½
Standard Manila, 550 ft. ..	12½
Manila, 600 ft.	13½
Superior Manila, 650 ft. ..	14

The above prices are f. o. b. Fort William, Ont. On orders for 24,000-pound orders a discount of ¼-cent is allowed, and on 12,000-pound orders a discount of ½-cent. The cash discount is 5 per cent off for cash.

Comparing this with last year's quotations, we find the following as 1921 prices on twine manufactured by the International Harvester Company:

Prices in 1921: Standard, 17¼ cents per lb.; Standard Manila, 18¾ cents per lb.; Manila, 20¼

cents per lb.; and Superior Manila, 21¼ cents per lb.

In issuing their prices the company says: "The twine prices just quoted are the lowest for some years and are lower than are warranted by raw fibre costs. As a matter of fact the fibre market shows a distinct trend upward, which if maintained will necessitate higher prices for twine."

Plymouth Cordage Co.

The schedule of the Plymouth Cordage Co. North Plymouth, Mass. as announced by W. G. McMahon, Winnipeg, Western distributors, is as follows:

	Per lb.
Sisal and Standard (500ft.)	11½c.
Extra (550 ft.)	12½c.
Superior (600 ft.)	13½c.
Gold Medal (650 ft.)	14 c.

Above prices are f. o. b. at Fort William, with a discount for

quantity of ⅛-cent per pound on 10,000-pound lots and ¼-cent a pound on carload lots. The cash discount is 5 per cent.

The reduction on Plymouth twine for 1922, as compared for last year, is the same as in the case of International twines.

Brantford Cordage Co.

The Brantford Cordage Co. Ltd., announced their prices on Maple Leaf twines on March 1st, through their Winnipeg office. Their net cash carload price, f. o. b. Fort William and Port Arthur is a follows:

	Per 100 lbs.
500 ft. Standard	\$10.68¾
550 ft. Standard Manila	11.63¾
600 Manila	12.58¾
650 ft. Superior Manila	13.06¼

The net cash prices quoted for less than carload but over 10,000 lbs. f. o. b. head of Lakes is—500 ft. per hundred pounds, \$10.81¼; 550 ft. \$11.76¼; 600 ft. \$12.71¼; 650 ft. \$13.18¾.

Net cash price for less than 10,000 lb. orders f. o. b. head of Lakes is—500 ft. \$10.93¼ per hundred pounds; 550 ft. \$11.88¾; 600 ft. \$12.83¾; 650 ft. \$13.31¼. The prices quoted are plus sales tax.

Less than carload quantities will be supplied from the nearest distributing point shown below, at above less than carload prices, plus the carload freight rate from head of Lakes to point mentioned. The freight rates at March first per hundred pounds were: Winnipeg\$.57
Brandon 75
Regina 98
Swift Current 1.14
Saskatoon 1.11
Calgary 1.43
Edmonton 1.43
Yorkton90
Prince Albert 1.17
Moose Jaw 1.04

Present twine prices in the United States are lower than those announced by the large

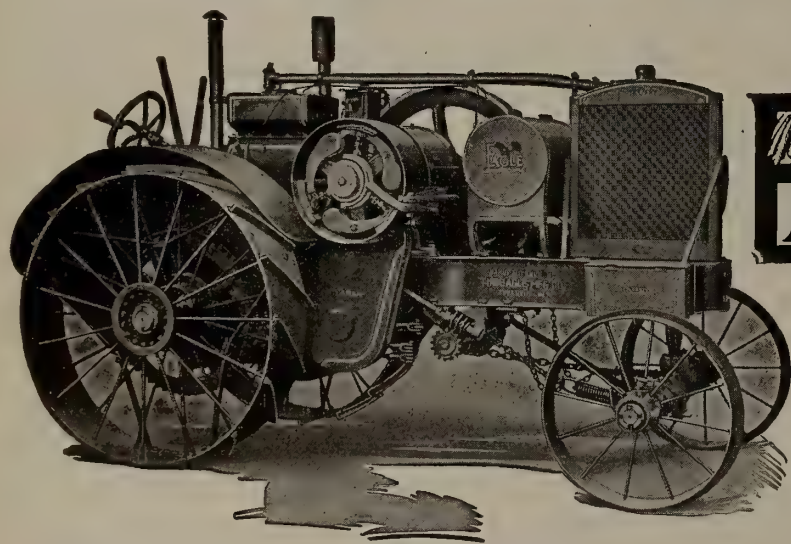
"Waterloo" Prices are Back on a Pre-War Level

Our new prices on the "Waterloo" Line represent values that the farmer will consider. They enable him to produce his 1922 crop at costs proportionate to the prices of farm products. Our prices, plus our very attractive Net quotations to Dealers, offer you a sales opportunity you cannot equal. Let us send you particulars.

"Waterloo" Champion Separators

Seven Sizes;—20x36, 24x36, 24x42, 28x42, 33x52, 36x56, 40x62

Lower grain values call for the cleanest and most efficient threshing. The farmer must have maximum crop values—and that is what threshing with a "Waterloo" outfit will give him. Don't decide on a thresher line until you get our 1922 prices and terms. There is a "Waterloo" Champion for any size farm. Equipped complete with Wind Stack, Feeder, Wagon Loader and Register. The perfected result of over 60 years' experience in thresher production.



Guaranteed
Grain
Savers

The Simplest Tractor Built 12-22 and 16-30 H.P. Reliable, Economical and Low-Priced Power

The farmer will look closely at tractor values this year. Whatever the price of oats, the Eagle does the work so economically and quickly that price comparison with horse power proves its value as an investment. It pares crop raising costs in every operation, from plowing to threshing. Heavy, valve-in-head, slow-speed motors; 12-22, 7x8 inch; 16-30, 8x8 inch. Use gasoline or kerosene.

Heider Tractors have
14 years Actual Field
Work behind them.
They sell on a proven
record.

Heider Tractors:—12-20 H.P.—9-16 H.P.

Time-tried and tested, the Heider has seven speeds, forward or reverse, all with one motor speed and one lever, both for haulage or belt work. No gears to strip; 15 to 20% fewer parts. Use gasoline or kerosene without carburetor changes.

Handle the Famous Rock Island Tractor Tools

Get prices on Rock Island plows in 2, 3 or 4 bottoms. Equipped with the famous CTX moldboard. Meet any competition. Work perfectly behind any tractor. The No. 38 Tractor Disc, with independent action gangs, is made in 8 and 10-ft. sizes.

WATERLOO STEAM ENGINES are made in 16, 18, 22 and 25 H.P. Easily steamed; economical. No better power for plowing, threshing or road work. Get our 1922 prices.

We manufacture and distribute:—Kerosene Tractors, Tractor Plows and Discs, Portable and Traction Steam Engines, Separators, Wind Stackers, Baggers, Threshers' Supplies, etc.

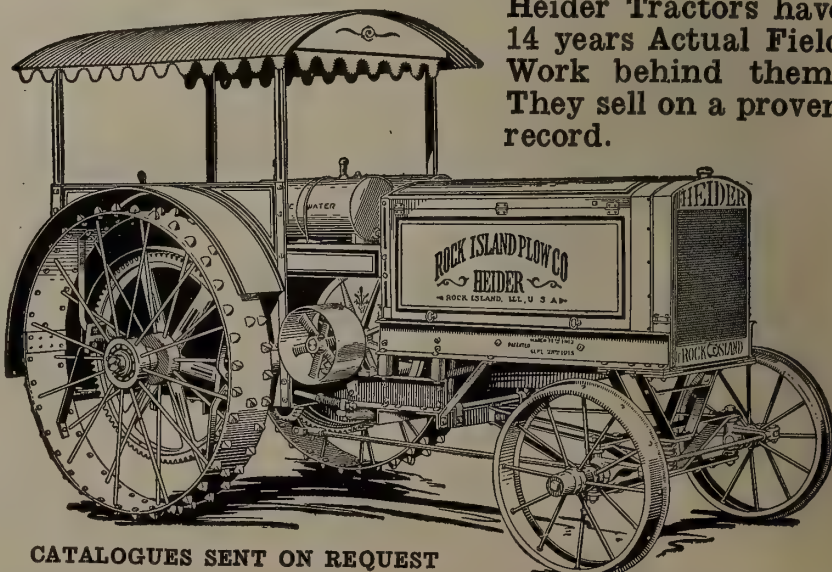
The Waterloo Manufacturing Co. Ltd.

REGINA

PORTAGE LA PRAIRIE

SASKATOON

CATALOGUES SENT ON REQUEST



producers. The Minnesota State prices quoted is Sisal at 8¾ cents, Standard at 8¾ cents, 600 ft. Manila at 11 cents and 650 ft. Manila at 12 cents. In the United States the large producers quote 10 cents for 500 ft. Sisal and Standard, 11 cents for Manila and 12 cents for 600 ft. Manila. Superior Maila, 650 ft. is quoted at 12½ cents and pure Manila, 650 ft. at 13 cents. The new prices of the large factories represent reductions ranging from 20 to 33 1/3 per cent below 1921 quotations.

Commenting on the new twine prices, Farm Implement News, Chicago, states: "The peak price or sisal, reached in 1918, was 23¾ cents in the U. S. The new price therefore represents a decline from the top of 13¾ cents per pound, or approximately 57 per cent. The average prices of sisal during the year immediately preceding the world war, 1913, was 9½ cents per pound. The prices now offered are practically the same as the average of prices for the past twenty-five years.

"For the first time in many years there is a true relation between the prices of sisal, standard, standard manila, manila and pure manila. In other words, the prices per foot of these grades are exactly the same.

"The 1922 prices were issued four weeks earlier in the year than the prices of 1921, and about two weeks earlier than has been customary in the past decade. The prices are lower than were expected by those who are familiar with all of the conditions affecting prices. It is evident that the producers have decided to take a big loss on the twine carried over, for the price is now on the basis of the current price of fiber.

"With a reasonable margin added by the dealer, the retail price will be so low as to warrant the hope that co-operative buying will lose much of its attractiveness to the farmer. Men who have been active in promoting co-operative buying in recent years will not give up without a struggle, but it is not illogical to assume that they will find it impossible to retain all of their supporters.

"The conditions call for quick action on the part of the leaders in putting their twine proposition up to their farmers. The sooner they act the greater chance they will have of abating the co-operative-buying fever.

"Manufacturers who are really desirous that the twine trade should be confined to the dealer channel can help by refusing to accept orders from groups.

Lawyers and Judges Puzzled at Provisions of Implement Act

In delivering judgment recently in the case of the Canadian Avery Co. vs. Crozier, Mr. Justice Galt paid a very telling tribute to the complex provisions of the Implement Act. He admitted that the Act cast upon the dealer the necessity of explaining provisions that neither lawyers nor judges could readily understand. His Lordship in giving decision in favor of the Canadian Avery Co. said:

"It is not for me, perhaps, to criticize provisions which the legislature has enacted for parties dealing in implements, but it does seem strange such an amount of verbiage should be considered necessary to effectuate the respective rights of parties to such a simple transaction. Section 15 of

the act provides that: 'Before the contract is signed by the purchaser it shall be read over and explained to him, in a language which he understands, and in any action thereon the burden of proving the said contract was so read over and explained shall be upon the vendor.'

"This provision would seem to cast upon the vendor of a large farm implement the duty of explaining provisions which have already puzzled both lawyers and judges."

General Motors of Canada Busy

R. S. McLaughlin, president of General Motors of Canada Ltd., Oshawa, Ont., is optimistic regarding the outlook in the automobile business. He announces an increased demand in both the domestic and foreign

market, with the factories at Oshawa running to capacity to fill orders. The daily output of the factories for the past three months has been 150 automobiles, and for the next few months this output will be increased to 175 or 200 finished cars per day.

The cars being turned out are McLaughlin, Chevrolet, Oldsmobile and Oakland, while the extensive plants at Wakerville are busy turning out motors, axles, transmissions, etc. The payroll of General Motors of Canada Ltd. for the month ending Feb. 15, was at the rate of \$446,000 per month—showing the strides the institution has made. Few parts for their products are brought in from the United States. organizations of farmers."

Crescent Plow Shares

The Share that Leads—in Forge and Furrow!

There's a "Crescent" for Every Plow in use in Western Canada

Are you ready to meet the replacement demand for Plow Shares that will mean big sales opportunities for the implement dealer this spring. Crescent Plow Shares are acknowledged leaders in quality of stock, accuracy of fit and perfection of finish. They mean cash sales for the dealer, and a nice margin of profit. The man who handles them gets the share trade. Farmers know—and ask for—Crescent Plow Shares. Sell them and you get satisfied customers and repeat orders.

Lay in a Stock. It will Speed up Your Spring Sales

Only the highest grade Soft Centre and Crucible Steels are used in our Shares. They are made by experts in a factory that specializes in share production. Every share is backed by a broad guarantee. Dealers who handle them find that every set sold assures the sale of a dozen. Every share is carefully tested for fit before it leaves the factory.

Now is the time to size up the needs of your territory. Place an order with our distributors for your requirements this Spring. Quick sales—cash sales—repeat orders. You can handle no better specialty. Stock Crescent Shares this season and add to your prestige and profits.

Get Latest Lists and Prices from Ackland's

Exclusive Manufacturers

Crescent Forge & Shovel Co.

Havana, Ill., U.S.A.

Sales Agents for Western Canada:

D. ACKLAND & SON, LIMITED

WINNIPEG AND CALGARY

OVER 1,500 PATTERNS



THE TRADE MARK OF SHARE QUALITY



Regular Style. Bolted and Fitted Plow Share. Perfect in Fit. Best in Quality.



Reverse Side of Regular Style Share. Note the Wide REINFORCED POINT and WELD.



Crescent Engine Gang Shares. Fitted and Bolted. Unequalled for Power Outfits.

With the Manufacturers

The Samson Tractor Co., Janesville, Wis., is reported to have resumed the production of both tractors and trucks.

The Whitney Tractor Co., Cleveland, Ohio, has opened an export office at 90 West St., New York, N. Y.

The Cleveland Tractor Co., Cleveland, Ohio, is planning the production of a $\frac{3}{4}$ ton motor truck.

It is reported that the International Harvester Co. will soon break ground for its new motor truck plant at Fort Wayne, Ind.

It is announced that the Massey-Harris Co. have 624 employees now on the payroll at the Brantford plant.

The Cockshutt Plow Co., have taken over the sale of Premier cream separators in Ontario, west of Peterboro.

Thomas Findlay, president of the Massey-Harris Company, who died in Toronto on December 19th, left an estate of \$165,237.16.

Chas. E. Sanders resigned his position as general purchasing agent for the Emerson-Brantingham Co., Rockford, Ill., effective March 1.

The Maximotor Co. has been organized and incorporated at Muskegon, Mich. The company will manufacture an enclosed gas engine.

F. J. Wolfe, general sales manager in the Toronto office of the Imperial Oil, has been elected to the board of directors of that company.

A. W. Sawyer, for a number of years advertising manager of the Hart-Parr Co., Charles City, Ia., has resigned to go into advertising agency work.

Paul Knoll has been appointed branch manager of the J. I. Case Plow Works Co. at Minneapolis, succeeding M. Schibbsby, resigned.

A. W. Sawyer has resigned as advertising manager of the Hart-Parr Co., Charles City, Iowa. He will be going into advertising work.

The Bailor Plow Mfg. Co., Atchison, Kan., has been reorganized under the name of Bailor Cultivator Co. The capital stock of the company is \$1,000,000.

The International Harvester Co. has declared the regular quarterly dividend of $1\frac{3}{4}$ per cent. on its preferred stock payable Mar. 18 to stock of record Feb. 10.

The Canadian plant of the Maxwell Motor Co., at Windsor, Ont., which has been closed for some time, has been re-opened.

A reduction of about \$100 is announced in the price of the car.

The International Harvester Co. plant of Akron, Ohio, is making all preparations to greatly increase production of tractors at this plant within the next few weeks.

The Midwest Engine Co., Indianapolis, Ind., is to be reorganized under the name Midwest Engine Corp. Additional capital to the amount of \$1,000,000 is to be provided.

H. E. Bailey & Son, of Galt, Ontario, manufacturers of the Hinman Milker in Canada, have received word of the death of A. V. Hinman, inventor of the Hinman Milker.

J. H. Fortier, managing director of the P. T. Legare Company, Ltd., the implement jobbing house of Quebec has been elected vice-president of the Banque Nationale of Quebec.

Articles of incorporation have been granted to the Clean Easy Milker Co., of Madison, Wis. The company has a capital stock of \$30,000, and will manufacture milking machines.

The U. S. Tractor & Machinery Co., Menasha, Wis., has authorized a bond issue of \$250,000. The purpose of the bond issue is to provide for immediate increase in factory buildings and equipment.

Scott Smith, for a number of years manager of the Minneapolis office of Critchfield & Company, was recently elected president of the company, and has removed to Chicago to assume his new duties.

The Holt Manufacturing Company won the \$3,000,000 damage suit brought by Julius Schnerb, who claimed commissions on the sale of Holt Manufacturing Company tractors bought by foreign countries during the World War.

C. W. Hadden has resigned from the organization of the Minneapolis Steel & Machinery Company to accept a position with the Maxwell Motor Corporation, Detroit, Mich., as assistant to the president, W. R. Wilson.

The London Motor Plow Co. has moved from London, Ohio, to Springfield, Ohio. Ray Lauer, formerly superintendent of the Victor Rubber Co., Springfield, has been appointed plant manager.

The Caswell Mfg. Co., Cherokee, Iowa, has arranged with the Oliver Chilled Plow Works for the distribution of the Caswell binder hitch for Fordson tractors in all territory handled by the Oliver organization.

The Beeman Tractor Co., Minneapolis, has announced a reduction on its Model G tractor from \$340 to \$240. The company has also announced a new machine to be known as the Beeman Jr., which will be sold at \$180.

E. F. Warfield has been appointed sales manager of the Gill Mfg. Co., Chicago, makers of the Gill one-piece piston rings. Mr. Warfield for the last two years has been with the Boston branch of the Gill company.

The McQuay-Norris Mfg. Co., St. Louis, Mo., has expanded its manufacturing facilities by acquiring the plant and business of the Mainwright Engineering Corp., former piston ring manufacturer of Connersville, Ind.

A walking beam is used to apply and distribute power to the pump in the Bevan pump jack being manufactured by the Acme Machine Co., Minneapolis. It is so arranged that the pump rod lifting stroke is one-third slower than the return stroke.

The Minneapolis Steel & Machinery Co., Minneapolis, has resumed operations of its foundry to produce castings for motors and trucks. The machine shop will be opened as soon as the castings are ready for machine work.

R. C. Brewsbaugh of the tractor division of Allis-Chalmers Mfg. Co., Milwaukee, recently appointed chairman of the Tractor Tests Committee for the tractor and thresher department of the National Association of Farm Equipment Manufacturers.

The U. S. National Association of Farm Equipment Manufacturers will hold the 1922 convention in Chicago, Oct. 18, 19 and 20. Selection of these dates was made to avoid conflict with the dates of the National Dairy Show.

A reduction in the cost of raw materials to implement manufacturers, particularly in iron and steel, has been recognized by J. D. Adams & Co. of Indianapolis, manufacturers of road machinery. The reduction in their machines averages $17\frac{1}{2}$ per cent.

The Famous "GARDEN CITY FEEDER"

The World's Best Band-Cutter and Self-Feeder.

Every Owner of a Threshing Machine NEEDS it.

Why don't YOU sell it to him?

GENEROUS commissions paid to LIVE agents.

No DEAD ones wanted.



ASK ANY OF THE FOLLOWING FIRMS FOR CONTRACT

The GARDEN CITY FEEDER CO., Ltd., Regina, Sask.

BRUCE DAVISON CO., Brandon, Man.

A. E. GARDINER, Saskatoon, Sask.

W. S. MUNROE CO., Calgary, Alta.

MART McMAHON, Lethbridge, Alta.

WE ALSO SELL THE CASVELL ADJUSTABLE BELT GUIDE

DEALERS! Increase Your Sales Magnet Cream Separators



are now offered at a
real 1922 price -- a
price that appeals to
Farmers and Dairy-
men! and means more
Sales and greater
Profits to you.

Send today for prices, discounts and
complete details of our proposition.

DON'T DELAY -- DO IT NOW!

PETRIE MANUFACTURING CO. LIMITED

Henry and Tecumseh Sts.
WINNIPEG, MAN.

WRITE FOR PRICES ON

Neckyokes Whiffletrees Doubletrees
Wagon and Implement Sets
Hitches and Plow Eveners
Wagon Poles with Adjustable Haws

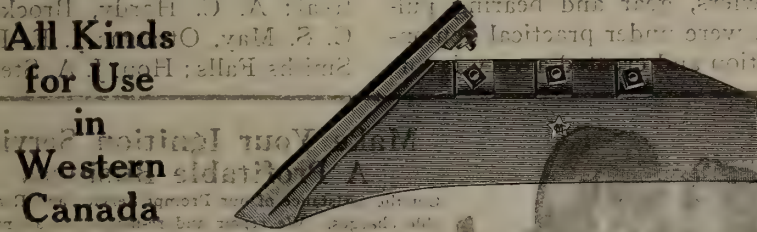


FARMER JONES
Convertible Mulcher Packers
Surface Packers
Sub-Surface Packers

All sizes and kinds in stock for immediate shipment

Boss Wood Frame Harrows
Plow Harrow Attachments
Diamond Steel Harrows Harrow Teeth.

STAR FITTED PLOW SHARES

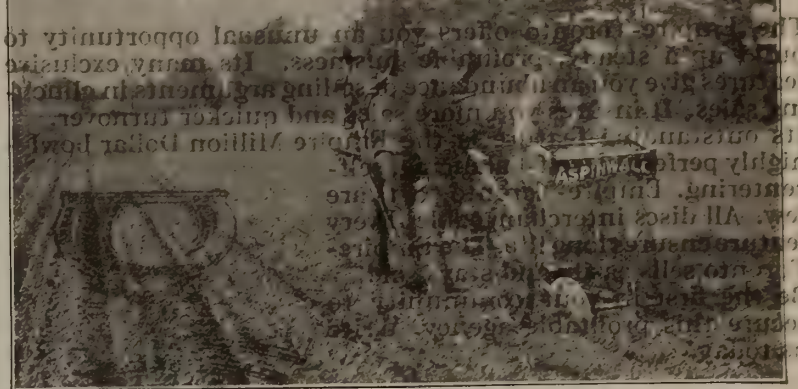


All Kinds
for Use
in
Western
Canada
Large Stock Guarantees Quick Shipment
When in need of goods in a hurry wire your order
at our expense.

F. G. WRIGHT & CO.

72-74 HENRY AVE. WINNIPEG

SELLS EASILY AND STAYS SOLD



ASPINWALL POTATO MACHINERY

Aspinwall Potato Planter:

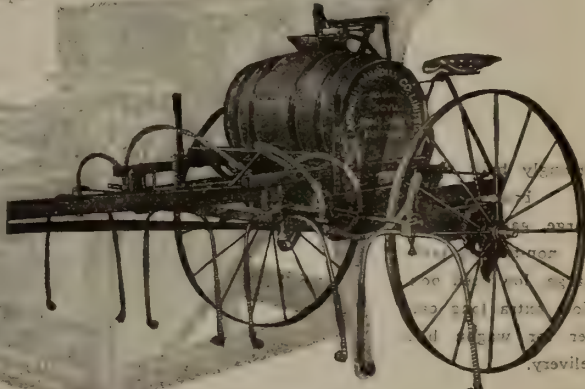
The First Successful Automatic Potato Planter on
the market,—the Original Patented Planter. Plants
99 % perfect under worst conditions—any size with-
out adjustment. The Pickers (iron hands) are al-
most human but more accurate. The degree of its
perfection is the degree of its being automatic.

Aspinwall Potato Sprayer:

Simple, Durable, Efficient. Equipped with wire-
wound hose one, two or three nozzles to the row.
Double-cylinder pump develops sufficient pressure
to handle any of the heaviest mixtures employed,
using three nozzles to the row.

An Aspinwall Machine to meet every Requirement of the Potato Grower

Cutters
Planters
Sprayers
Diggers
Sorters



Aspinwall No 27 Sprayer, equipped
with 3-nozzles to the row

Write for 1922 CATALOG and PRICES

Aspinwall Canadian Co., Ltd.

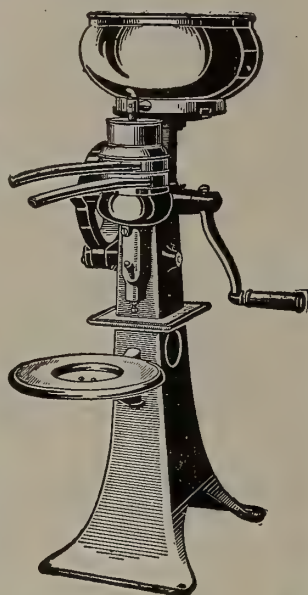
GUELPH, ONTARIO, CANADA

SELLS EASILY AND STAYS SOLD

The Empire-Toronto offers you an unusual opportunity to build up a steady, profitable business. Its many exclusive features give you an abundance of selling arguments in clinching sales. It insures you more sales and quicker turnover. Its outstanding feature is the Empire Million Dollar bowl—highly perfected, self-balancing, self-centering. Empire-Toronto parts are few. All discs interchangeable. Every feature ensures long life. The Empire-Toronto sells easily and stays sold. Be the first in your community to secure this profitable agency. Write us today.

Ontario Wind Engine & Pump Co.
(Western Branch) Ltd.
Winnipeg Regina Calgary
Eastern Offices: Toronto and Montreal

We've an especially attractive proposition regarding Toronto Pumps this year. Learn about it in time for a profitable Spring business by writing us at once.



EMPIRE

ONTARIO WIND ENGINE & PUMP CO. LIMITED
TORONTO

Clean Seed Assures Bigger Crops

New Improved "Bull Dog" Smut Cleaners

Give Perfect Treatment

The only smut machines that will successfully treat Oats and Barley. This is due to our special, patented feed device.

**Operated by Hand
or Power**



Strongly built and braced.
Large, galvanized, non-rusting tank.
Large, low feed box.
Note extra long carrier for wagon box delivery.

Smut causes an annual loss of thousands of dollars to Western farmers. Every bushel of seed grain should be pickled, but the farmer must use the right machine to get results. Our improved Smut Machine separates and floats out Smut Balls, Wild Oats, King Heads, Crow Foot and all light seeds. The good, heavy grain is thoroughly soaked, all smut spores killed, and the grain elevated into the wagon box. Get our 1922 prices. Place your orders at once.

Bull Dog Mills are made in Five Sizes:—24, 32, 40, 48 and 64-inch sieve widths. Capacities: 25 to 150 bus. per hour. We make prompt delivery of all sizes.

THE TWIN CITY SEPARATOR CO. Ltd.
QUELCH STREET WINNIPEG MAN.

The Aultman & Taylor Machinery Co., Mansfield, Ohio, has announced substantial reductions on repairs. A special extra discount of 10 per cent has been offered on repair orders received prior to March 31.

The National Steel Car Corporation Ltd. of Hamilton, Ont., has opened a Western branch at 274 Good St., Winnipeg, A. V. Harbun is manager of the branch, which will distribute the National line of Motor trucks and act as a service station.

A press report states that the Massey-Harris Co. Ltd., Toronto, is understood to have written off a loss of 20 per cent in the value of its inventories last year. A wage cut for all except the lower grade worker is also reported.

The Durant Motors, who established a Canadian plant in Toronto last fall, and who have produced their first Canadian car recently, announce that they will place a 5 passenger touring car on the market at the same price as the Ford.

Magneto Specialists Open New Branch

The Acme Magneto & Electrical Co. Ltd., 148 Princess St., Winnipeg, advise us that they have opened a new branch at Regina, under the management of G. R. Cormack, formerly assistant manager of the Winnipeg business. Their Regina headquarters are located on Broad St., and dealers in Western Territory will find the new service station of great assistance in getting prompt repair of automotive electrical equipment for tractors and autos.

At the Automotive Equipment Show, held in Winnipeg during February the company had a very fine exhibit in charge of Mr. Jones, manager. All the leading makes of magnetos were shown mounted on stands and practical demonstrations were given.

The full line of Acme garage testing devices manufactured in their own shop, including generator testers, magnetisers, growlers, gear and bearing pulleys, were under practical demonstration and created a very favor-

able impression amongst the dealers and garagemen.

Another quality addition to their line consisted of a fine display of Lucas Magnetos and accessories, manufactured by the Joseph Lucas Company of Birmingham, England, typical examples of British metalcraft.

Cockshutt Will Distribute Lister Cream Separators

R. A. Lister & Co., (Canada) Limited, Winnipeg, announce that the Cockshutt Plow Company have taken over the distribution in Northern Saskatchewan and Manitoba of the complete line of Lister-Premier cream separators, as manufactured at the Lister factories at Dursley, England. The Cockshutt organization are already distributing the Lister-Premier line in Ontario territory. This cream separator, which is made in seven sizes, is well known to the Western trade.

Editor of "Harvester World" Resigns

George F. Whitsett has resigned as editor of the Harvester World, house organ of the International Harvester Co., to join the Gardner-Glenn-Buck Co., an advertising agency, of Chicago. Mr. Whitsett was connected with the advertising department of the International Harvester Co. for ten years.

Officers of Frost & Wood Company

At a recent annual meeting of the Frost & Wood Co., Smiths Falls, Ontario, the following officers were elected:

President, His Honor, H. Cockshutt, Toronto; vice-president, D'Arcy Scott, Esq., Ottawa; general manager and treasurer, J. E. Ruby, Smiths Falls; assistant general manager, F. Whitcomb, Esq., Smiths Falls; secretary, J. C. Douglas, Esq., Smith Falls.

The following directors were elected for the company: His Honor H. Cockshutt, Toronto; Messrs. F. W. Fairman, Montreal; A. C. Hardy, Brockville; G. S. May, Ottawa; J. E. Ruby, Smiths Falls; Hon. J. A. Stewart.

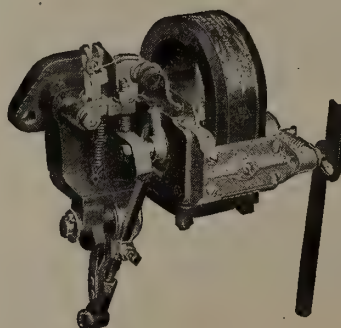
Make Your Ignition Service A Profitable Business

Get the assistance of our Prompt Service and Reasonable charges. We repair and re-magnetize all makes of Magnetos, also stock the best Magnetos in America for car, tractor and engine ignition. A complete line of Genuine Parts for all systems. Absolute satisfaction guaranteed. Let us help you give your trade real Ignition Service.

Licensed Factory and Repair Station

Acme Magneto & Electrical Co., Ltd.

148 PRINCESS ST. : WINNIPEG, MAN.
The Foremost Electrical Repair Shop in Canada



Higher Farm Prices Mean More Twin City Sales



Twin City 12-20 with 16-valve (valve-in-head) engine. High-grade alloy steels. Surplus power with light weight and low fuel cost. Other Twin City sizes are the 20-35 and the 40-65.

Prices of farm products are rising. The farmer is getting more money. That means he is going to invest in machines that will give him the longest and most satisfactory service—that he will buy by quality and not by price.

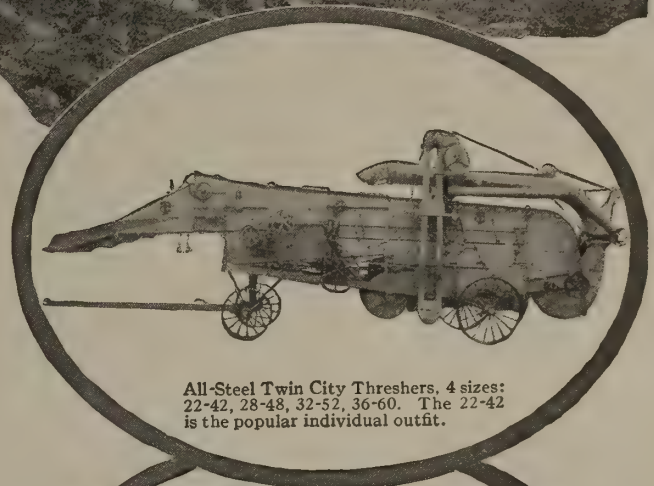
This gives the dealer who handles the TWIN CITY line the advantage that means more sales, for TWIN CITY machines have always been sold on quality basis.

The TWIN CITY 12-20 Tractor is a business builder. Its surplus of power, low fuel cost and dependability of performance are features that farmers are demanding.

Write today for our generous DEALER PROPOSITION and facts regarding the complete 1922 TWIN CITY line.

**Minneapolis Steel & Machinery Co.
of Canada Ltd.**

WINNIPEG, MAN. REGINA, SASK.
CALGARY, ALTA.



All-Steel Twin City Threshers, 4 sizes: 22-42, 28-48, 32-52, 36-60. The 22-42 is the popular individual outfit.



Twin City Trucks are made in two sizes—2-ton and 3½-ton. Body equipment for every service. Pneumatic cord tires are optional as extra on the 2-ton.

TWIN CITY
Tractors, Trucks and Threshers

Competition—of a Kind

Today the dealer has some price competition of a kind that appears at first sight formidable, especially when the farmer appears armed with a page advertisement from some farm paper showing the prices quoted by the farm machinery department of a farmers' co-operative sales organization.

Such lines as plows, fanning mills and engines are listed at prices less than 50 per cent. below current quotations in cases. They make a sad comparison for the dealer, with the best figure on similar lines he can quote. Unfortunately he is not in a position to throw away goods—so he simply tells the farmer that such prices cannot continue indefinitely, looks skyward and murmurs: "How long, O Lord".

The executive of the farmers' sales organization made the statement that they would put prices back to 1915 levels. If that means setting them some leagues below cost, it is so. The ultimate idea is doubtless to show the poor agriculturist that he is still being victimized by those profiteers, the implement interests.

Still, the implement industry hopes to continue in the implement business this year and next year. They have no side issue which will help absorb losses but must foot the bill on the profit made, however meagre. No statements from factories show that this industry have been making fortunes. It is an easy matter to sell a fanning mill for away below cost. It is magnificent; but it can hardly be good business.

If, like our old friend Ikey Isenbaum, this is a "sacrifice" sale—all well and good. If it is the last throes of a department which rumor alleges has not been operated at a profit—all well and good. The implement dealer will simply wait until the stock is sold out. The farm machinery warehouse and showrooms of the department in Winnipeg have been sold; the repairs have been moved to another warehouse. Is this the end of the proof positive that the farmers' organization could sell goods cheaper than manufacturers with efficient factories, big output and wide-spread sales organizations? They can—they are doing it—if that be proof.

The average firm in the farm machinery business must sell its goods at a price that at least allows a margin of profit, or must cease to operate. No concern can sell goods at less than cost for an indefinite period—even though they may be able to ab-

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS, VEHICLES, ENGINES, AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG.

WINNIPEG, CANADA

Eastern Canadian Offices: J. B. Rathbone, 95 King St. E. Toronto; 317 Transportation Bldg., Montreal.

SUBSCRIPTIONS

\$1.00 per year in Canada: Foreign \$1.25 per year

Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, MARCH, 1922

sorb heavy losses by revenue made in other departments. It is stated on good authority that this is a cleaning up of the stock, and it is alleged that the sale of farm equipment by the co-operative interests will be discontinued.

Whether the prices quoted will purchase allegiance from the farmer we do not know. It is easy to slash a price, but the very devil if stocks be cleaned out at a cut price and a firm has to go on the market today and buy fresh stocks at present replacement values. We simply ask if the farm machinery department of the co-operationists has shown a yearly profit since its inception, and has the sale of implements by the farmers' organizations been a success or the reverse? The prices quoted today are no criterion of present implement values. They cannot be maintained without a drastic loss which no organization, if sensible, would consider. The dealers of Western Canada will only hope that is the closing chorus of the comic opera.

Volume Lower in U. S.

During the year that ended December 31, last the total amount of implements sold to farmers in the U. S. was only 30 per cent of the average annual sales for the past five years. This

was in spite of the fact that during the last six months of 1921 manufacturers and dealers in the U. S. were selling implements at prices far below what they should, based on present cost of production, and on longer terms than customary.

During the five years ending Dec. 31, 1920, the total amount of implements sold to farmers in the United States was only 78 per cent of the total implements sold to farmers during the five years ending Dec. 31, 1915.

Profit and Turnover

Profit increases with the number of turnovers. If the profit on each turnover is five per cent., and there are four turnovers in any given period, the profit on the stock investment is twenty per cent.; and if the number of turnovers is doubled the profit will be doubled.

The fundamental principle of the turnover is—not to overbuy. But there are frequent violations of this principle even among comparatively progressive merchants. Additions to cash discount or attractive price concessions often induce the purchase of more goods than can be sold within a reasonable turnover period.

Pippins fall for the guys who go after them.

Let Your Territory Know It

A study of the weeklies published in the towns throughout the Canadian West shows that in too many cases the implement and tractor dealer is not taking advantage of the local papers as they might. At this season every dealer who has a paper reaching the farmers of his community should be carrying advertising space. He should tell his story week after week; should advertise his seasonable tools; should educate the farmer to the economic value of up-to-date farm equipment. Advertising is spending money to make money, and the rates charged by your local paper are so reasonable that you cannot afford not to carry space steadily.

You do not need to use the ready-made solid ads. that you can get from the wholesalers or manufacturers unless you wish to. There may be some particular way of giving copy a local touch that will prove effective. Get individual electros of the implement or machines, and write your own copy. Make it have a "home" appeal, a local interest. Describe what John Jones, who bought one of your tractors, did last year. Give his opinion. Refer the prospect to John. Ask them to come in and see your lighting plant, your latest line of plows, your new seeder. Make your ads newsy and out of the common.

Work up in a series of ads an imaginary conversation between two farmers, one well equipped and one without modern implements. You can make a mighty readable story that you can jam full of facts on the money saving value of good tools. If possible use cuts that show the machines in operation.

And while you advertise, do not neglect your prospect list. Have it working overtime. Coupled with your advertising, circularizing your trade will prove mighty effective. Brighten up the old store and rearrange your stock. Emphasise repair service. Get out and visit the farmers and line up what they need in the way of new tools.

Don't get the idea that sales cannot be made. Last week in Winnipeg a farmer was leaving the offices of a firm when a dray pulled up with the first shipment of a new lighting plant from the freight sheds. That farmer bought one of the plants in five minutes. That is an absolute fact.

There is only one way in which business will improve for you

and that is in getting out after it. The easy days are long past. A man has to get after every possibility, to develop a demand, and to stalk the prospect until he gets the order. Salesmanship is needed, and the retail dealer must be first, last and all the time, a salesman.

Before we forget:—As well as having the local Editor help you with suggestions about the layout of your ads., give him little news items from time to time.

Business Changes—Personal Items

M. A. Hutchins has closed his automobile business at Eyebrow.

A. E. Semph is operating a harness store at Dundurn.

J. L. Miller has closed his automobile business at Orion.

A change in ownership of the Tuxford Auto Service is reported.

J. B. Fraser is carrying on a harness business at Big Valley.

Dicks Garage has commenced at Calgary.

A change in ownership of the Wolseley Garage is reported.

E. Hanlon has commenced in the harness business at Vita.

C. E. Patterson is the name of a new dealer at Ridgedale.

A. E. Simpkins has opened a harness business at Lousana.

The Motor Inn Garage has been opened at Grayson.

Partnership is registered in the Whitewood Implement Co., Whitewood.

The Bolt-On Sleigh and Carriage Co., Winnipeg, have been granted a Dominion charter.

Capital Motors Ltd. is the name of a new firm recently incorporated at Winnipeg.

H. L. Kirbyson is the name of a new harness dealer at Lockwood.

D. Collins is registered as sole proprietor of the Regina Well Drilling Company.

E. Ford has opened an automobile and tractor repair business at Roland.

Automobile Paints Ltd. is the name of a new concern recently organized at Regina.

The John Deere Plow Co., Calgary, recently suffered slight loss by fire in their premises.

The Gas Engine and Motor Shop is the name of a new business operating in Calgary.

Smart & Nelson, auto dealers at Mundare, have sold out to Fred Woytkiw.

Change in ownership of the Wrentham Motor Co., Wrentham, is reported.

E. R. Frey, auto dealer at Port Alberni, suffered fire loss on his premises last month.

Make him use little local pars. telling about the new line you are handling, some details about a seasonable machine, news of how a farmer bought this or that last week. Those brief reading notices are a good way to keep your business before your customers. Lose no legitimate means of keeping your stock and service before the farmers in your community. It pays, and pays handsomely in added volume.

Hardy & Somerville have discontinued their implement business at Morden.

Henry Fitch, auto dealer at Nokomis, suffered fire loss last month.

W. J. Caven is stated to have discontinued his implement warehouse at Souris.

The Cash Garage, at Alameda, has gone out of business. Signs of the times no doubt.

A. R. Carfoot, auto dealer at Arcola, has sold out to Geo. McKay.

The implement and hardware stock of H. Deacon, Invermay, is advertised for sale.

A B. Wolff has commenced in the farm machinery business at Liberty.

Gray-Campbell Ltd., auto and carriage dealers at Moose Jaw suffered fire loss recently.

W. V. Stevens has sold out his implement business at Mortlach to Grismer & Crystal.

The implement and hardware stock of J. Coulter, dealer at Tessier, is advertised for sale.

E. B. Shantz is the name of a new harness and tire dealer at Carstairs.

P. S. Adamic is the name of a new implement and tractor dealer now operating at Leduc.

The Kerrisdale Garage is now doing a repair and auto sales business at Kerrisdale, B. C.

The Port Arthur Sheet Metal Manfg. Co. suffered loss by fire recently.

Quenett & Marvin have commenced in the auto and tractor business at Penzance.

Angus Tilley has closed his auto and tractor repair shop at Penzance.

The Burnaby Garage at Edmonds, B. C. suffered fire loss early in the month.

Harry Tape is commencing an auto and tractor repair business at Holland.

The Cedoux Trading and Implement Co., Cedoux, has sold out to W. A. Szostack.

A. Measner has opened an auto sales and repair business at Lebret.

The Canadian Holt Company, has sold out to the Canada Foundry Co., Ltd.

McCrea & Brown, implement dealers at Rockyford, have dissolved partnership. Mr. McCrea continues the business.

The Galloway & Bentley Motor Co., Nanton, reports a dissolution of partnership. G. P. Galloway continues the business.

W. J. Campbell takes over the implement business at Waldeck formerly carried on by L. B. Prentice.

The implement business of J. C. Klassen & Sons, at Rosthern, has been dissolved. J. C. Klassen retires from the concern.

J. E. Welsh & Co., implement and auto dealers at Mossbank, are succeeded in the business by W. J. Welsh.

The Canadian Western Mfg. & Supply Co., Calgary has changed the name of the company to McAuley, Bell & Morris.

The Cornelius Motor Co. has discontinued business at Big Valley. In the same centre J. E. Fraser is a new harness dealer.

J. P. Minhinick, manager of the Winnipeg branch, Cockshutt Plow Co. visited the Winter Fair at Brandon.

Iryen Bros. is the name of a new retail implement business at Rorketon.

Hegy & Christenson, automobile dealers at Allan, have dissolved partnership. A. Hegy will continue the business.

Heatherington & Sherbin, implement dealer at Success, have dissolved partnership in that town.

The Dominion Express Company has been authorized to increase its capital from two million to five million dollars.

Carr & Welch, implement and oil dealers at Morrin, have dissolved business. Mr. Carr continues.

It is reported that the International Harvester Co. of Canada will establish a new branch house at Swift Current.

Fisher & Watson, dealers at Colinton, have discontinued operations in that town according to a report.

Jackson and Tuckey, garage owners at High Bluff, have dissolved partnership. M. J. Jackson continues.

Geo. Hengel has bought out the auto business at Bruderheim formerly owned by J. E. Hutcheson.

The Autocar Fire & Accident Co., of London, England, is now

registered to do business in Saskatchewan.

The National Steel Car Corp., Hamilton, Ont., makers of motor trucks have opened a branch house in Winnipeg.

L. W. Koser is manager of the Canadian Corrugated and Stamping Co., recently incorporated at Winnipeg.

H. Schaefer, manager of Schaefer & Co., machinery manufacturers at Vancouver, died recently.

Ford & Smith, garage owners and auto dealers at Carlyle, have dissolved partnership. R. H. Ford continues the business.

P. A. Senecal, auto dealer at Portage la Prairie is stated to have discontinued operations in that town.

Mitchell & Gage, auto and tractor repair men at Deloraine, have dissolved partnership. Mr. Mitchell continues the business.

J. M. Thompson, manager of the Winnipeg branch of Beatty Bros. Ltd., was a visitor to the Winter Fair at Brandon.

John Robertson, manager of the Winnipeg branch Sawyer-Massey Company returned last week from a visit to territory in the west of the province.

E. F. Bolte, in charge of Canadian business of the International Harvester Co. spent a few days at the Winnipeg office of the company early in the month.

W. Umbach, manager of the Waterloo Manfg. Company, Portage la Prairie, reports some improvement in business during the past month.

Bray & McCuaig, implement dealers at Portage la Prairie, are operating in addition to their farm machinery business the Portage Ice and Cream Company.

McCrimmon & Currie, implement dealers at Jenner, have dissolved partnership. D. A. McCrimmon will continue the business.

Rutledge and Johnstone, auto dealers at Neepawa, have dissolved partnership. Johnstone Bros. will carry on the business. In the same town the Service Garage has commenced.

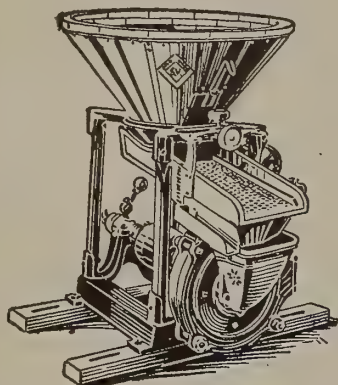
E. A. Martin, formerly of Winnipeg, has now the general agency for the province of Quebec for the Royal Six car manufactured by the Parker Motor Co., Montreal.

J. J. P. Todd, Boissevain, and G. C. White, Brandon, have formed a partnership as J. L. Todd and Co. They will carry on an auto accessory and garage business.

C. J. Brittain, vice-president in charge of sales of the Canadian Fairbanks-Morse Co., Montreal,



THIS IS THE
"S. V." SIGN OF VALUE
TRADE MARK



This—the Genuine "VESSOT" FEED GRINDER

For over 35 years they have given absolute satisfaction to the user and profit to the dealer. Sell "VESSOT" FEED GRINDERS and profit too. Made in 9 sizes, one for every farm requirement.

Write the nearest INTERNATIONAL HARVESTER CO. OF CAN. Branch for full details and prices.

S. VESSOT & COMPANY
Inventors and Manufacturers
JOLIETTE --- QUEBEC

recently returned east after spending a couple of weeks at the Winnipeg offices of the company.

H. H. Kohlman, manager of the Regina branch of the John Deere Plow Co., spent a day or two at the Winnipeg office of the company during the first week in the month.

T. Roney, manager of the Winnipeg branch of the Minneapolis Threshing Machine Co., recently returned from a visit to the Calgary headquarters of the company.

The old established firm of McLeod & Hanley, implement dealers at Brandon, now sees a dissolution of partnership. George Hanley will continue the business in future.

L. F. McLaughlin and F. C. Shaner, implement dealers at Swift Current have dissolved partnership. In future Frank Shaner will have sole control of the business.

W. B. Packard, implement dealer at Bladworth, sold out his business on March first to L. B. Prentice. L. D. Lloyd has discontinued his automobile business in this town.

J. W. Ackland, president and general manager of D. Ackland & Son, Winnipeg, left last week for a visit to eastern Canada. Mr.

Ackland has been in indifferent health of late, and underwent a slight operation.

Stanley Koch, formerly manager of the Gilson Manfg. Co., Winnipeg, is now distributing the Gilson lines under the name of the Gilson Products Company. The new company are located at 311 Chambers St., Winnipeg.

D. N. Jamieson, manager of the Winnipeg branch of the R. A. Lister Co. (Canada) Ltd., left last week for a business trip to Vancouver and other points in British Columbia. Mr. Jamieson reports a good improvement in business in the last month.

W. Ohlson, special factory representative of the Swedish Separator Co., Stockholm, Sweden, who has been at the Winnipeg office of the company for the past month, recently returned from a visit to Edmonton and other points in Alberta.

L. J. Haug, manager of the Canadian Avery Co., Winnipeg branch paid a visit to the National Tractor Show at Minneapolis. Mr. Haug conferred there with the executive of the Avery Co. who were in attendance at the show, which he states was of exceptional interest.

We regret to note that J. A. Tanner, manager of the Winnipeg branch house of the International Harvester Co., is not in his usual robust health. Mr. Tanner went to Rochester for a medical consultation, and is now back in Winnipeg. He is still under the doctor's care, and we hope will soon be restored to health.

The following gentlemen have been made assistant managers of the branch houses of the International organization at the points named: J. A. Jacklin, Brandon; Leo Maloney, Winnipeg; R. A. Bridgeman, Regina; W. G. McMacken, Calgary; C. W. Lockard, Edmonton; W. F. Lehman, Yorkton.

W. Clarke has taken over the retail end of the Massey-Harris Company's business at Brandon and occupies an office and showroom at the corner of 7th St. and Pacific Ave. The Massey-Harris organization have a branch house

in the city, but Mr. Clarke will retail the complete line produced by the company as local agent.

J. W. Gray, president, and V. S. Kidd, general manager of the Gray Tractor Company, Minneapolis, recently spent a few days at the Winnipeg office of the company. Mr. Gray believes that there will be satisfactory tractor business done in U. S. territory this season, especially as regards a demand for quality machines with ample power. He considers that the farmer has learned that it does not pay to purchase low power tractors, especially where threshing has to be done.



E. A. MOTT

Recently appointed First Vice President and General Manager of the Cockshutt Plow Company. Col. H. Cockshutt resumes the Presidency of the company.

We regret to note the recent death at Vancouver of W. C. Bell of the International Harvester organization. Mr. Bell is well known to Western dealers. He started in the trade at Virden, Man. working for the local International agent. In 1900 he worked out of Winnipeg for the Deering Company and when the Harvester organization was formed was made a blockman in Regina territory. In 1919 he was made special plow man for all Western Canada, until he was transferred, a year ago, to Vancouver to take charge of British Columbia territory under the Calgary branch.

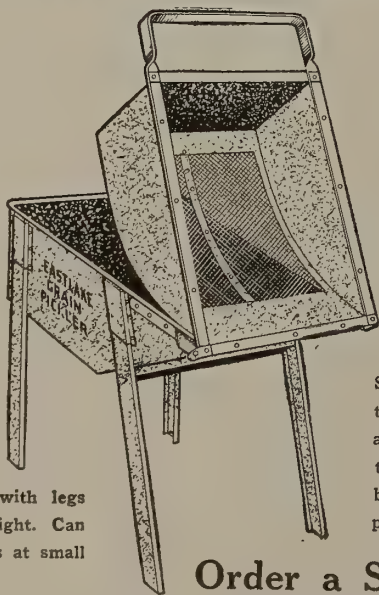
Dealers to Choose Fordson Implements

The Ford Motor Co. has decided to place the responsibility for choosing the best implements for particular territories to go with the Fordson tractor squarely upon the shoulders of the local Fordson dealers and make them responsible for the success of the implements and machines sold by them.

Guarantee Your Customers Clean Seed
by Selling Them

"EASTLAKE" Grain Picklers

Made of Heavy
Galvanized Iron.
Strongly reinforced.
A strong, well-made
Smut Destroyer, at
a price that meets
any competition.



Note the position of
strong, galvanized
mesh. Grain can be
dumped rapidly
without wasting any
solution. Saves its
cost in a single season.

Smut causes a loss of
thousands of dollars
annually. "Eastlake"
treated seed means
better yields and bigger
profits.

Crated for shipment with legs
detached. Light in weight. Can
be shipped by Express at small
cost.

Order a Stock—NOW
Immerses and Treats EVERY KERNEL

Get our Prices. Display as sample on your floor. It will get you profitable business. Write today.

The Metallic Roofing Co., Limited
Manufacturers

797 Notre Dame Ave.

WINNIPEG, Man.



**Magneto
Repairing**

Send it to us. It's
our Specialty

Official Representative

Norma Ball Bearings. Bosch, Dixie, Splittdorf, Berling, K-W., Kingston, Simons-Webster, Wizzard, Eisemann and Teagle Magnetos.

Special discounts to the Trade.
Representatives of the famous Exide Battery—the Giant that lives in a Box. Some good points open for Service Stations.

MAGNETO SERVICE STATION Ltd.
14th Ave. and Broad St., REGINA, SASK.

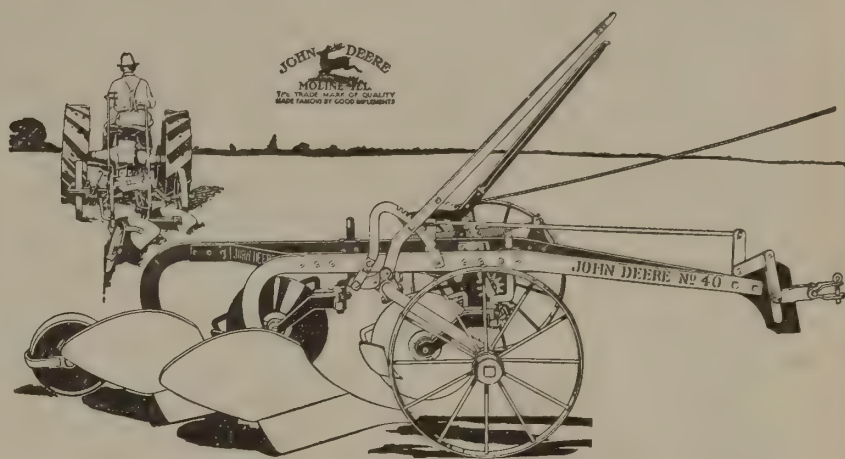
NOTE JOHN DEERE NEW PRICES

John Deere
No. 40

For Use With
Fordson Tractor

With self-adjusting hitch and rolling landside (original and exclusive features) the John Deere No. 40 Plow is particularly adapted for the Fordson Tractor. It was designed with this special purpose in view. The hitch being connected to the depth lever, automatically raises and lowers to the proper line of draft when the depth of plowing is changed with the lever—Automatically the plow maintains the proper line of draft and the bottoms continue to run true and level when the depth is varied.

Beams, braces and ratchets are hot-riveted together giving great strength and rigidity. Beams guaranteed not to bend or break. Light-Draft—partly due to its lightness of construction and partly to the entire absence of side-draft. Power-Lift;—Very powerful and very simple. High-Lift;—Prevents the gathering of trash. Levers—One controls the depth and the other levels the plow. Wide Track—Will not tip over on hill sides or in turning.

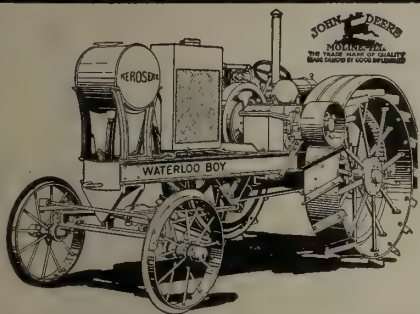
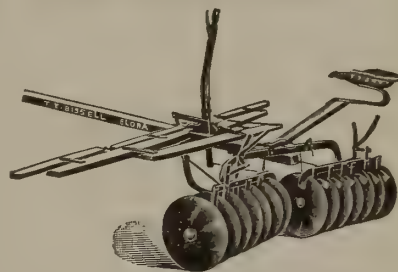


The Bissell—"King of Disc Harrows"

One of the finest "Staid Sellers" you can handle. A Unique implement in its own sphere and has created new business wherever it has been tried out. Illustration shows the Bissell 14-plate Disc Harrow or "7 foot size".

Can be furnished with either 3 or 4 horse equipment. For severe work on stiff, hard soil or in tough places the Bissell Harrow has made a record. Weight is well distributed—you have

never sold an implement with a finer capacity for soil tillage.

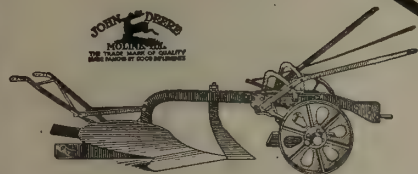


12 H.P. on Draw Bar--25 H.P. on Belt

The "Boy" For The Plow

You know all about the quality and individuality of this splendid combination of Tractor and Plow, and you know that a big reduction on 1921 prices has been made on both tractor and plow.

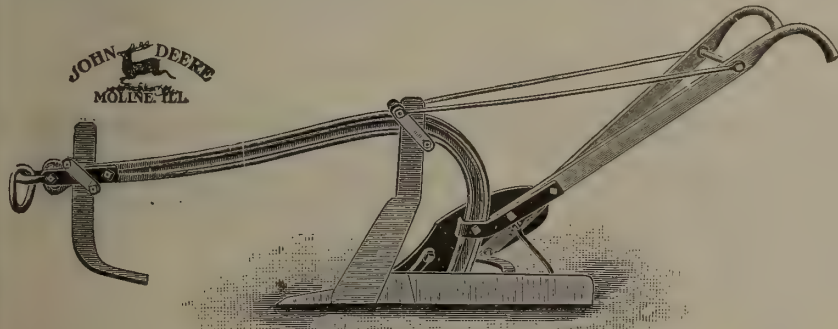
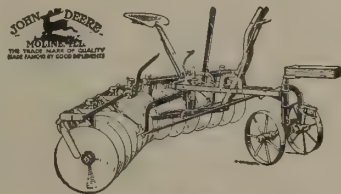
John Deere
No 9 Grub
Breaker



For medium or small sized tractor.—An extra strong, practically all steel plow. Unless the grubs are very large and stiff, using this implement it is unnecessary to clear the ground before plowing. The John Deere No. 9 cuts off roots to the depth of furrow and throws them out. Beam is full-sized solid steel block its entire length. Ample clearance, wide wheel track—Power Lift is simple, strong and positive.

John Deere Model B. Disc Harrow

It will be worth your while to get a complete knowledge of this wonderful harrow. In design and construction it is a perfect tool for service in making a perfect Seed Bed. There's satisfaction in selling it and big money behind the assurance that you have satisfied your customer. Write us for full illustrated details.



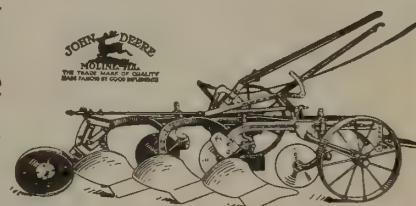
John Deere Grading Plow

Strong enough for work requiring six horses—entirely of steel except the malleable iron hand grips. Extra heavy crucible steel mold-boards and slip share. Moldboard is double-shinned—share has duck-bill point, heavily re-inforced on top. Low solid steel landside, extra heavy steel beam, forged steel clevis. Heavy standing cutter and gauge shoe, made in 12 inch size only.

Mr. Dealer—you have now got an opportunity in handling this one outfit to make money and to plant the seed of a big and permanent business such as has not happened in the country since the best boom season of pre-war days.

Get your thinking cap on and see us at once.

The Plow For The Boy



The Right Plow For The Right Tractor

"Hoover" Visible Potato Planter

Few machines are so capable of cutting down the labor costs as the Hoover Potato Planter. It does big work, quick work and as accurately as if the tubers were planted by hand—the whole mechanism being in full view. Hoover is in two sizes—for one row or for two rows and either can be furnished with fertilizer attachment. Strongly made frame of channel steel, unusually durable; spring-pressure furrow openers and adjustable disc covers regulated by one lever.



John Deere Plow Co., Ltd.

WINNIPEG REGINA
EDMONTON

SASKATOON CALGARY
LETHBRIDGE

President of Cockshutt Plow Company Dead

George Wedlake, president and general manager of the Cockshutt Plow Company, Brantford, Ont., died on Friday, March 3rd, at the age of 67.

The late Mr. Wedlake was one of the best known men in the implement industry, and was hale and hearty until stricken recently. He was Mayor of Brantford, and collapsed while testifying in the police court probe in that city on February 26th. He was removed to his home and found to be paralysed on the left side. A hemor-

rhage supervened, death happening as above stated.

The late Mr. Wedlake was born in Brantford in 1856 and educated in the public schools. He was a self-made man, learning his trade as a moulder in the shop of A. Harris & Son. He transferred to the Cockshutt Plow Company when that concern had a force of but 20 men, and was headed by Jas. J. Cockshutt.

Mr. Wedlake rapidly rose to the post of foreman, and then was made superintendent, which position he held for 19 years. His next promotion was as assistant manager to Mr. Harry Cockshutt. President and manager, and in

1921 was appointed to the important position of First Vice-President and general manager. When Mr. Cockshutt was appointed Lieut-Governor of Ontario, the late Mr. Wedlake was made President, retaining also the post of general manager.

During the 43 years which he served the Cockshutt organization he saw the firm develop to an immense size until today it does an Empire wide trade. The conspicuous success of this great industrial concern was in no small measure due to the great executive and industrial ability of Mr. Wedlake, and few concerns have had a head who was more highly respected by their employees.

He leaves to mourn the loss of a fond husband and loving father a widow and three children, George K., Reginald and Mrs. J. Robertson, all of Brantford.

His great physique and earnest spirit of service in all things were undoubtedly taxed greatly by the work of guiding a great institution through a period of intense business depression. In addition, as Mayor of Brantford, and a

member of many public bodies, he bore a very heavy responsibility for a man of his age. His sterling worth of character, keen intellect and wonderful energy make his passing a heavy loss both for the company and the city he served so well. Big in body, big in heart, big in generosity; beneath his forceful personality was a wonderful kindness and sympathy. His salary as Mayor was invariably turned over to unemployment relief; he was an ideal public servant of his community.

On March 6th the funeral took place from his late residence to Farrington cemetery. The remarkable display of floral tributes was evidence of the regard in which George Wedlake was held. Thousands of citizens lined the streets as the remains of their mayor were borne to rest—a thrilling tribute of respect and esteem, not alone from business associates but from a whole city. The pall-bearers were all employees of the company—W. S. MacFarlane, Geo. Scott, Robert Brown, Jas. De Wolfe, Herbert Hayes and Thos. Stewart.



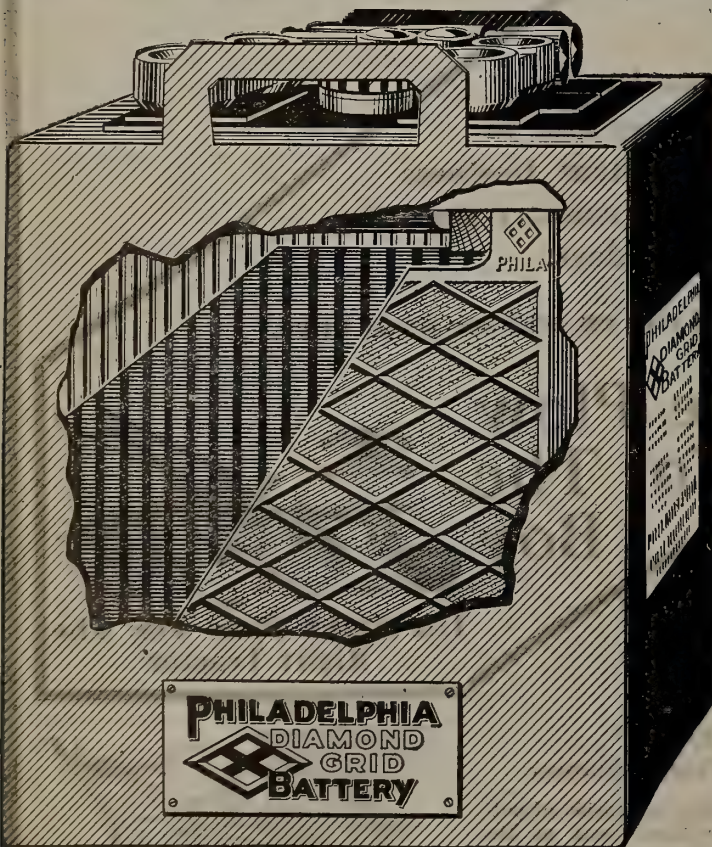
Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.
BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.



The Sign of
A Good Service Station



PATENTED FEATURES LENGTHEN LIFE COST NO MORE

Philadelphia Diamond Grid Guaranteed Batteries are made in two sizes—regular and over-size—for all makes of cars. The Diamond Grid Plates do not buckle, or short-circuit. The quarter-sawed hard wood separators, with their alternate layers of dense and porous wood, provide perfect insulation of the plates and never need to be renewed. The Philco Slotted Retainer holds the active material in place and would greatly prolong the life of any battery. All batteries equipped with Philco Retainers are guaranteed for two years and with reasonable care are likely to last the full running life of the car.

Practically all other batteries are built on horizontal bar plates.

BREEN BATTERIES

are of this type. They are built by one of the oldest battery manufacturers in the world and are so constructed as to give long life.

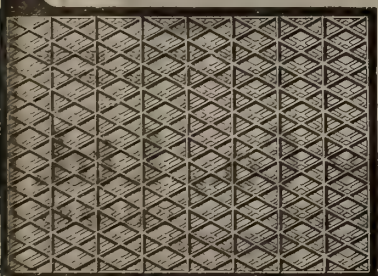
Handle BREEN BATTERIES and
Eliminate Mail Order Price
Competition

You should handle the Breen Battery as competitive to other makes and mail order batteries that will be sold this spring as it is the lowest priced battery in Western Canada.

Philadelphia Diamond Grid and Breen Batteries are sold only through dealers and service stations. They are offered to you at a very big discount from list prices that are low. With these two contracts you should not miss a single sale. Write at once for your territory on either or both batteries.

BREEN MOTOR COMPANY LIMITED
WINNIPEG CANADA

DIAMOND GRID IS STRONGER AND GIVES NEEDED STRENGTH TO RESIST INTERNAL STRAIN AND HARD SERVICE.

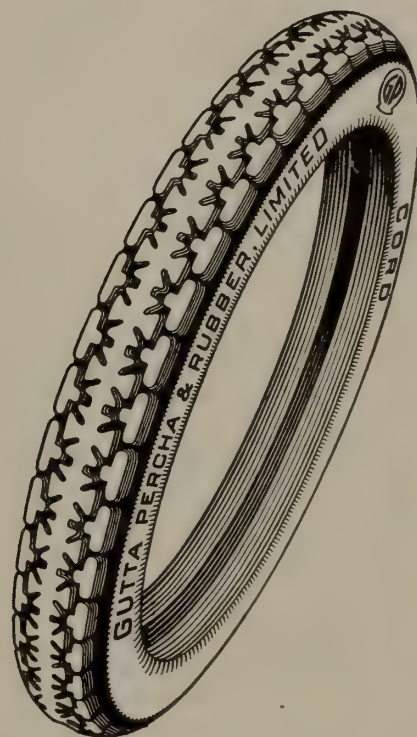


There He Goes — Satisfied

The Way the Garage Man's
Customers go when he has
fitted them up with—

"Gutta Percha" Tires

Cord
and
Fabric



"Quality all Through"

Gutta Percha & Rubber, Limited

Head Office and Factory: Toronto, Ont.

Branches in Leading Cities of Canada

Advance-Rumely Had Large Exhibit at Twin City Tractor Show

The Advance-Rumely Thresher Company, Inc. of LaPorte, In-

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. Ltd.
A Complete Printing Service
BANNATYNE AVE. WINNIPEG



Display of the Advance-Rumely Thresher Co., Inc. At The Tractor Show

diana, held the centre of the floor both literally and colloquially at the Seventh Annual Tractor and Power Farming Show at Minneapolis during February.

Their exhibit occupied centre pavilion, and was 50x70 feet in size. Around a central canopy, containing sectional OilPull

motor transmission and radiator in operation, were exhibited the 12-20, 16-30 and 20-40 OilPull tractors; the new Rumely farm truck and a skeleton 36x60 Rumely Ideal separator. The latter was in constant operation, clearly showing the mechanical features "on the move". In addition,

a series of large framed charts explained the principle of Triple Heat Control, an exclusive feature of the OilPull. There was also an exhibit of tractor parts and actual field photographs.

Among those present from the Rumely factory at LaPorte, Indiana, were Finley P. Mount, president of the Advance-Rumely Company; W. I. Ballentine, vice-president of Manufacturing; W. H. Higgins, chief engineer of the OilPull; John Mainland, chief engineer of the Separator plant; G. W. Iverson, advertising manager; W. J. Weldon and W. T. Mitthoff of the advertising department; and F. A. Littleton, official photographer. A large number of Rumely dealers visited the exhibit.

Drill Co. Appoint Distributor In Quebec

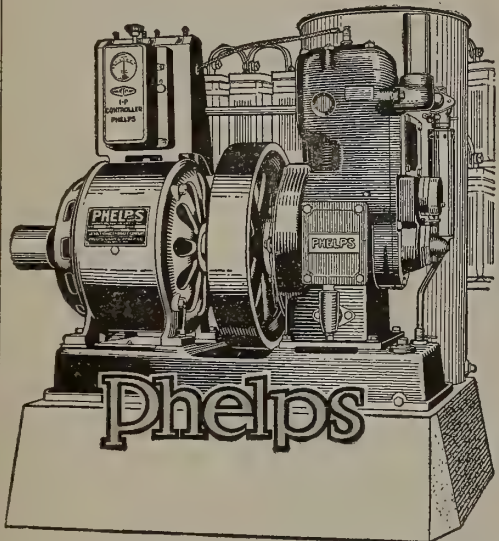
C. A. Pattison, president of the Peoria Drill and Seeder Co., Peoria, Ill., advises us that the company have contracted with P. T. Legare Co. Ltd., Quebec City, to handle their line of grain drills and seeders in the province of Quebec. With this excellent connection the manufacturers should do good business in Eastern Canada. Peoria drills are distributed in the Canadian West by the Canadian Avery Company, with warehouses at Winnipeg, Regina and Edmonton.

Announcing The LISTER-Phelps

Power and Light

FARM ELECTRIC PLANTS

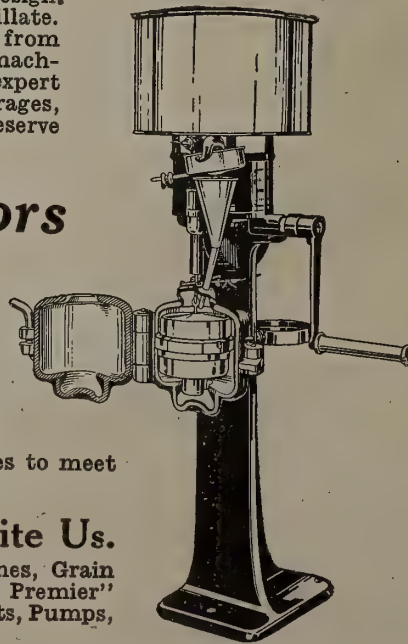
1000 and 1500 Watts Capacity



Western Dealers:- Write at once for Full Details and New Attractive Prices for 1922. Lister-Phelps Plants are the most simple dependable and efficient installation ever offered the trade.

Lister-Phelps Light and Power Plants have a guaranteed capacity of 50 and 75 lights, without battery. No more switchboard troubles, and expert service for dealers. The simple controller, 4x7 in, can be removed in a minute.

A single lever starts or stops motor. It also cuts out battery and gives 3½ h.p. direct for power purposes. Lister-Phelps engines are single cyl., 4-cycle, water cooled, poppet valve design. Special Vaporator gives perfect combustion of gasoline, kerosene or distillate. No plant can be operated more cheaply. In Model D, the fuel is drawn from engine base. Engine fully guaranteed to develop 3½ h.p. to line shaft or machine. A compact, vibrationless installation that a child can operate. No expert service; no special knowledge required. Ideal for farm homes, stores, garages, halls, churches, schools. You have prospects right in your district. Reserve Territory NOW.



Melotte Cream Separators

12 Sizes: — 280 to 1,300 lbs.

World Famous — Over 1,000,000 in Use

Since 1885 the Melotte has led in the cream separator field. In design, quality of materials and perfection of finish Canada's foremost separator. Its self balancing, suspended and frictionless bowl has never been equalled for efficiency. Easy to clean—close skimming—easily sold. A range of sizes to meet every demand. We can make immediate delivery of all sizes.

Put Lister Prestige behind Your Business. Write Us.

Our Line Includes: "Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister Premier" Separators, Milking Machines, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, etc.

R. A. LISTER & CO. (Canada) LTD.
Winnipeg, Man. Toronto, Ont.

PUMPS AND Clothes Reels

Made in the best equipped factory in Canada.

We make and handle pumps for all kinds of work.

We also install hydro-pneumatic Farm Water systems.



SUCCESSORS TO
The Riesberry Pump Co.
(Established 1882)

WRITE FOR DEALERS' PRICES

North-West Pump Co.

T. N. WILLIAMSON W. J. MERRELL
Phone 607

19-6th Street Brandon, Man.

Binder Twine Prices Lowest in Years

Prices Just Announced on McCormick, Deering and International Binder Twine Are Lower Than at Any Time During the Past Five Years. A Worth-While Saving.



Canada's Best Twine

Now priced at a figure that will enable you to get the big end of the twine business in your trade territory.

McCORMICK

DEERING

INTERNATIONAL

The well known, time tried brands put up in the new "Big Balls" containing 66% more footage than the old style balls, are going to be in heavy demand at the low prices recently quoted.

You want this business and you can get it by talking the advantages of the "Big Ball" size plus full length, strength, weight and quality. McCormick, Deering and International binder twine is treated against destruction by insects.

If you have not yet ordered your twine shipped in, we urge you to do so at once, to insure getting your supply of "the Big Ball" size, and thus reap the advantage it will give you in the trade.

INTERNATIONAL HARVESTER COMPANY
OF CANADA LTD.

HAMILTON CANADA

WESTERN BRANCHES — BRANDON WINNIPEG MAN. CALGARY EDMONTON LETHBRIDGE, ALTA.,
ESTEVAN, N. BATTLEFORD, REGINA SASKATOON, YORKTON, SASK.
EASTERN BRANCHES — HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE. ST. JOHN, N. B.

Lister-Phelps Plants Now on Western Market

R. A. Lister Co. of Canada, Ltd., are now distributing the Lister-Phelps light and power plants in Western Canada. These plants are the product of the Phelps Light and Power Co., Rock Island, Ill., a concern who are pioneers in lighting plant production. The plants are being sold in two sizes, 1000 and 1500 watts capacity.

Of exceptionally compact design the Lister-Phelps plant runs with practically no vibration. No special foundation is required. The 4-cycle engine is water-cooled and uses the crudest distillate as fuel. It develops a guaranteed power of $3\frac{1}{2}$ h. p. to the large pulley at the end of the armature shaft, ample capacity for doing all the chore work on the average farm. The mere throwing of a switch starts or stops the plant, and instead of a large switchboard the whole control of the installation is merely a small box about 4x7".

Phelps lighting plants to the Lister line gives the Lister organization the largest range of light-

ing plants sold by any organization in Canada. They have direct connected plants from 1000 to 18,000 watts capacity, and belt driven plants from 500 to 2000 watts capacity. They report a live interest in lighting plants and dealers should be able to develop good business in this line during the season.

Tractor Company to Continue

The La Crosse Tractor Company is to retain its business in La Crosse Wis., for a time and possibly may remain there indefinitely, according to a report.

Announcement of the dissolution of the Oshkosh Tractor Company, which had contracted to take over the business of the La Crosse Tractor Company, was made recently.

Officers of Avery Company

At the annual meeting of the Avery Company, Peoria, Ill., held on February 21st, the following were elected heads of the organization:

J. B. Bartholomew, R. J. Boynton, President, J. B. Bartholomew; J. Boynton; secretary, G. L.

vice-president and treasurer, R. Avery. The Board of Directors for the company are:

nton, G. L. Avery, A. Y. Bartholomew, E. R. Brown, Geo. J. Jobst, S. L. Nelson, Fred Luthy and H. A. Rumsey.

Congratulations

Harold Mott, only son of Mr. and Mrs. E. A. Moff, Brantford, Ont., was married to Miss Marion F. Caswell, daughter of the Rev. W. B. Caswell, Toronto, on Feb. 21st. The wedding took place in the Simpson Ave. Methodist Church, Toronto. Mott is a son of E. A. Mott, vice-president and western general manager of the Cockshutt Plow Co., Brantford. The bride formerly resided in Winnipeg, as did the bridegroom.

On Feb. 22 Miss A. E. Graham, Park Ave. Montreal, was married to W. N. Robinson, Winnipeg, who is well known to the trade as manager of Robinson-Alamo Ltd. distributors of lighting plants and dairy equipment. The ceremony took place in the church of the Ascension, and was performed by the Rev. Canon Flanagan. A large company attended the wedding and the reception which was held at the home of the bride on Park Ave. Mr. and Mrs. Robinson made an extended wedding trip to Quebec and the Maritime provinces, where they visited the home of Mr. Robinson at Sussex, N. B. On their way west Mr. and Mrs. Robinson visited Detroit, Chicago, Minneapolis and some Canadian cities.

New Distributing Arrangements For The Loudon Line

R. B. Loudon, president of the Loudon Machinery Co., Fairfield, Iowa, spent some time in Winnipeg lately in conference with J. H. Bluechel, manager of Alberta Dairy Supplies, Ltd., Edmonton.

Arrangements were completed whereby the Loudon Machinery Company will close their Winnipeg office and turn over the distribution of the Loudon line in Manitoba, Saskatchewan and Alberta to Alberta Dairy Supplies Ltd. The Loudon organization have a factory and their head office for Canada at Guelph.

Alberta Dairy Supplies, Ltd. have their head office and warehouse in Edmonton and have opened a branch office at Winnipeg so that dealers will have prompt supply of the Loudon line and also of the other lines distributed by the company.

The Loudon Machinery Company are pioneers in the barn equipment business, the company being founded in 1866 by William Loudon. He started to manufacture goods in a small way in 1867 and was the pioneer in hay tools, it being generally conceded that Mr. Loudon has done more than any other man to educate the farmer to the value of convenient, economical and good barns and barn equipment as a means of saving labor. William Loudon is still in active control of the business in conjunction with his brother. Active in mind and body he still continues his life work in developing an interest in better barns.

CARRY AN ADEQUATE STOCK OF "Star" Fitted Plowshares

Foremost in Quality, Fit, Finish, Satisfaction and Sales. They assure the dealer a steady demand and nice net profits. Fit equally as well as the original share. Order your supply.



Finished complete with bolts ready to attach. A reinforced landside on all shares strengthens the weld. Made from No. 1 Soft Centre and No. 2 Star Steels.

QUICK TURN-OVER GOOD PROFITS

Make your store local headquarters for Star Shares. The demand is there; supply it.



There's a Star Share for Practically Every Plow in Use

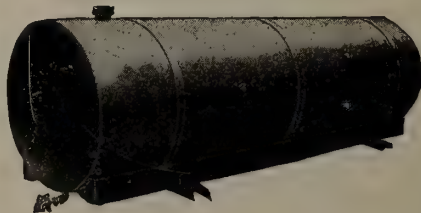


ASK YOUR JOBBER FOR LATEST LISTS

This line will assure you nice cash business. Concentrate on Star Shares this season. Lay in a stock to meet your requirements. Repeat orders follow every sale.

Made Exclusively By the
Star Manufacturing Company
Carpentersville, Ill., U.S.A.

MAX OIL WAGON TANKS



A PROFITABLE
SELLER AT THIS
SEASON

Built to Last and Give Satisfactory Service
A COMPLETE TANK Ready to Use, at a Low Price

305 and 435 Gals. Capacity

WRITE NOW FOR FULL PARTICULARS,
:: :: PRICES AND DISCOUNTS :: ::

Western Steel Products Limited

WINNIPEG
Man.

REGINA
Sask.

CALGARY
Alta.

EDMONTON
Alta.



A Hart-Parr Dealer has a "Driveaway"—Delivers Nine Hart-Parrs in One Day

1922—The Year of the "Comeback"

JANUARY 1st new shipments started from the Hart-Parr factory, additional men were put to work because actual orders and shipments of tractors to Hart-Parr dealers demanded it. Every day since has seen an improvement.

The Hart-Parr organization has kept "on its toes," and many of our dealers found business where it was said there was none. Where there's business to be had the Hart-Parr dealer will get it because he has a tractor backed by 21 years successful tractor building experience—about twice as long as any other manufacturer has successfully built and marketed tractors.

The past two years have just been a turn in the road for Hart-Parr. There was a little slowing up at the curve, but that's passed and there's a long, straight road ahead that looks brighter than anything we have seen in our 21 years of tractor merchandising experience. Now is the time to get in.

Hart-Parr co-operation in sales, service and advertising and the prestige of thousands of Hart-Parrs performing in the field today, some of them as old as 19 years, insure the Hart-Parr dealer's success.

Write for particulars of our dealer plan

HART-PARR COMPANY

Founders of the Tractor Industry

451 Lawler Street

Charles City, Iowa

—Distributed in Canada by—

Hart-Parr Company, Branch, Regina, Sask.

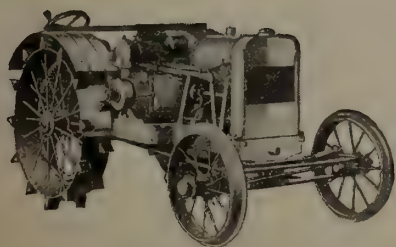
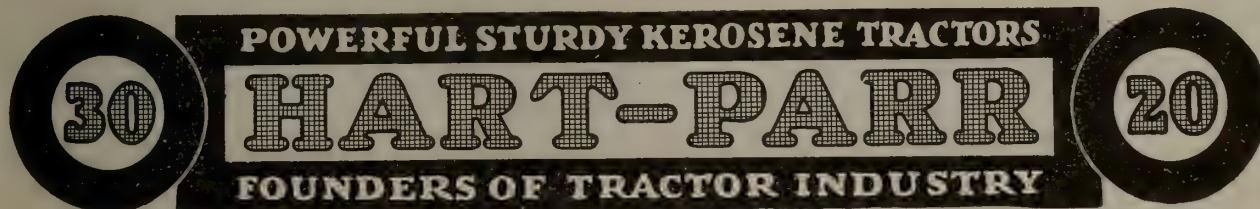
United Engines and Threshers Ltd., Calgary, Alta.

Saskatchewan Grain Growers Ass'n., Regina, Sask.

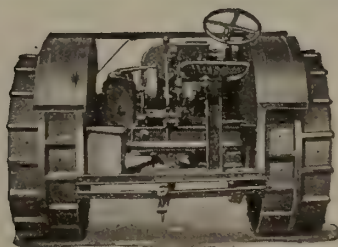
The John Goodison Thresher Co. Ltd., Sarnia, Ont.



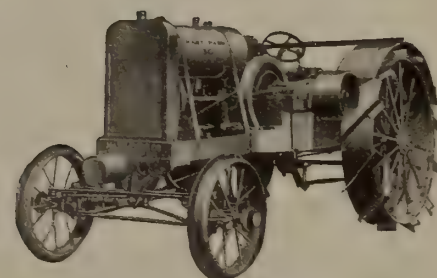
Many of the old Hart-Parrs that plowed the virgin prairies of the Northwest are still in use today. The great grand-daddy of all Tractors was old Hart-Parr No. 1, built in 1901.



The New Hart-Parr "20"



Hart-Parr
Road Maintenance Tractor



The Famous Hart-Parr "30"

Case T. M. Company's Exhibit at Tractor Show

The J. I. Case Threshing Machine Co., Racine, Wis. is a concern that has always been prominent in all national demonstrations and shows throughout the country. They have specialized in constructive educational work, as was evidenced by their attractive exhibit at the National Tractor Show, a photograph of which we reproduce. Pioneers in the production of gas tractors they produced their first internal combustion tractor as early as 1892. From this early type has been developed the modern Case tractors which appeared at the big national show. Unlike many concerns, they did not drop the good old reliable steam engine for the sake of the gas tractor, but have still maintained their steam tractor plant in operation.

At the 1922 show, the old Eagle will exhibit the following:

The Case 10-18 tractor cut-away.

The Case 10-18 tractor attached to a No. 3 Case road grader.

The Case 15-27 tractor belted up to a fully equipped Case 26x46 steel threshing machine.

The standardized line of three sizes of tractors, the 10-18, 15-27 and 22-40.



Exhibit of J. I. Case Threshing Machine Co., Racine, at National Tractor Show.

Grand Detour disc plow.

Grand Detour 3-bottom rigid beam plow.

Grand Detour 3-bottom stub beam plow.

Grand Detour 4-bottom medium weight independent beam plow.

Grand Detour 2-bottom rigid beam plow on electrically driven revolving pedestal.

Grand Detour brush breaker.

Grand Detour 8-foot tandem disc harrow.

J. E. Gardner, Minneapolis branch manager, was in charge of the exhibit, and had the as-

sistance of many officials from the home office, including Vice-presidents E. J. Gittins, D. P. Davies and M. H. Pettit, as well as G. B. Gunlogson, advertising manager.

Peoria Grain Drills on Western Market

The Canadian Avery Co., through their branches at Winnipeg, Regina and Edmonton are distributing the Peoria line of rear-lift drills, as manufactured by the Peoria Drill and Seeder Co., Peoria, Ill. The company specialize this season on the Pe-

oria drills in 16, 20 and 24 run sizes, double or single disc types, and with power or lever lift, for tractor or horse use.

The Peoria double run feed has a large feed wheel extending into the box to assist in agitating the grain. It permits the feeds to be run more slowly, giving the grain more time to lodge in the feed wheel, which ensures uniformity and less risk of cracking the seed.

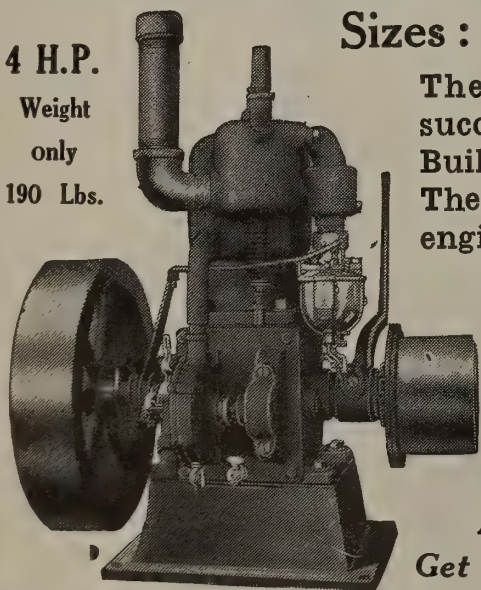
A multiple gear on the drill axle regulates the quantity of grain sown. By shifting the indicator 13 different changes of

CUSHMAN LIGHT--- WEIGHT ENGINES

Sizes : 4 to 20 H. P.

4 H.P.

Weight only
190 Lbs.



The original and only successful binder engine. Built light—Built right. The leading all-purpose engines for farm power.

Cushman engines sell on their record for dependable performance. Mechanically perfect; correctly designed. Assure the farmer absolutely reliable power. Deliver more power per pound and only weigh one-fourth to one-third as much as the ordinary farm engine.

Ask for Prices—
Get one on Your Floor

The 4 h.p. Cushman is unequalled for general farm use—and operates the binder during harvest. Economical. Uniform speed and maximum power. Schebler carburetor, throttling governor, friction clutch pulley, water circulating pump. Cushmans have the best mechanical finish of any engine sold. Investigate them. Get the contract for 1922.

"New Dual" Cleaners and Separators

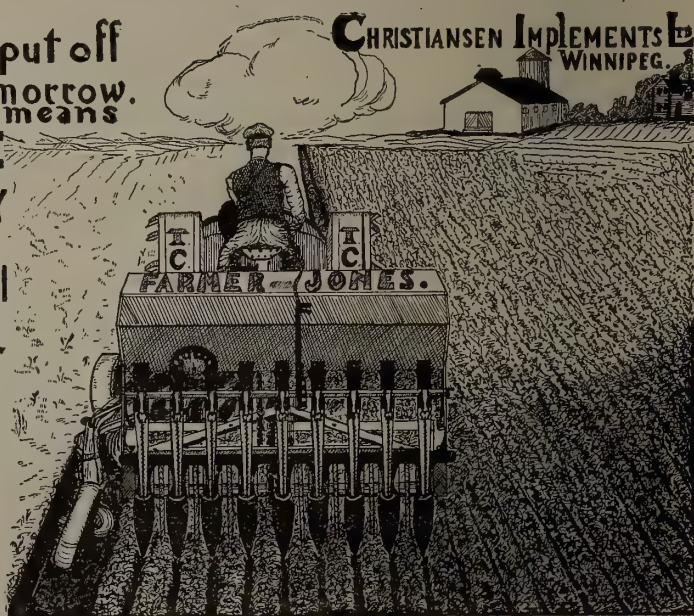
No more efficient mill can be used by the farmer when cleaning his seed grain. The "New Dual" does finished work and grades perfectly. Cleaning for market in the fall it cannot be equalled for capacity. Ask for prices.

Our spring prices on Western Pulverizer, Packer and Mulcher will interest you, also on Lincoln line of Smut Cleaners.

Cushman Motor Works of Canada, Limited
Builders of light weight, high grade Gasoline Engines for all Farm Power Work
DEPT. CF, WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

Never put off
till tomorrow.
it means
TIME
MONEY
&
Sure will
the
Harvest
be

Get
Our
1922
Prices



Packers for Plows—with Combined Seed Drill Attachments

We manufacture Plow Packers in any size—for horse or tractor use. 10, 12 and 15 feet. Consider the fact that all our Packers can be fitted with our Combined Seed Drill Attachment. The farmer plows, packs, mulches and drills—all in one operation—saving \$2.00 an acre in putting in his crop. Ask our Distributors for prices and terms.

F. G. WRIGHT & Co.
Winnipeg

JOHN WATSON MFG. Co.
Winnipeg

WESTERN IMPLEMENTS Ltd.,
Regina

If those Jobbers cannot supply you, write us direct for prices and full particulars. A money-maker for the trade—and we offer very attractive discounts. We ship the day order is received.

CHRISTIANSEN IMPLEMENTS, LIMITED,
WINNIPEG, MAN.

speed are obtained to sow any desired quantity from two pecks to five bushels per acre. Power is delivered to the feed shaft by a worm which is held in positive relation to the sleeve and drive shaft by a wood break pin—an exclusive Peoria feature. The drop frame on Peoria drills has disc drawbars attached direct to front, insuring strength and sim-

plicity. The frames are interchangeable with disc shoe, hoe, double discs or shoes. With the Peoria tractor hitch the drills are operated from the tractor platform, while an extra sack rack can be supplied if required to take an extra sack on the footboard.

Face powder never tastes as it smells.

Twin City Separator Co. Add To Line

P. J. Grout, manager of the Twin City Separator Co., Winnipeg, manufacturers of the well known "Bull Dog" line of fanning mills, reports an addition to their line which will be of interest to dealers throughout the west. They are now manufacturing the Hubbard Coaster Wagons, as

produced for the past 25 years by the Puffer-Hubbard Manfg. Co., Minneapolis.

This coaster wagon is made in three sizes and with steel or rubber tired wheels. The gear is made of open hearth steel and is of tremendous strength. Easy running, this coaster wagon should be an easy selling line for the dealer in the small town. It has features which we have seen in

"1922 Will Be An Avery Year"

It takes two things to get business any time. You need them more than ever in 1922:

First, something new to attract prospective buyers.

Second, a line to fit the needs of every prospect.

The Avery Line for 1922 answers both these needs of the dealer. It includes three entirely new machines—*each an outstanding leader*, machines that will attract prospects and that mean business for every dealer. In addition it gives you a complete line of sizes to fit every prospect for motor farming, threshing, hauling and road-building machinery.

The Avery Line gives you the chance to sell the small and medium-sized tractor buyer as well as the man who wants a large power outfit. It gives you the chance to sell special road-building tractors and the Avery "Road-Razer", the fastest selling road maintenance machine ever built. It gives you the chance to sell Motor Cultivators, Speed Trucks, Tractor-Drawn machinery for every kind of field work and Champion "Grain-Saving" Threshers in sizes for the individual farmer, farmer companies, or the custom thresher.

1922 will be a year when every possible sales opportunity will be needed and must be had. Your best opportunities are with the line that attracts new prospects to you, and enables you to fit every prospect's needs when you get them. *That's the Avery Line*—the only line that completely covers the sales possibilities in the motor power machinery line. It enables you to go after business with new machines, new features, improved quality, reduced prices and a complete line. Write for new announcement showing 1922 Avery Line.

AVERY COMPANY

Factory and Main Office, Peoria, Ill. U.S.A.

Western Canadian Distributors:—

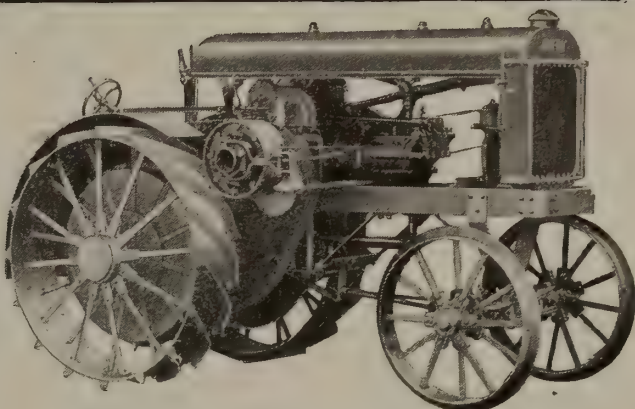
Canadian Avery Co., Ltd., Winnipeg, Man.

Canadian Branches:—Regina, Calgary.

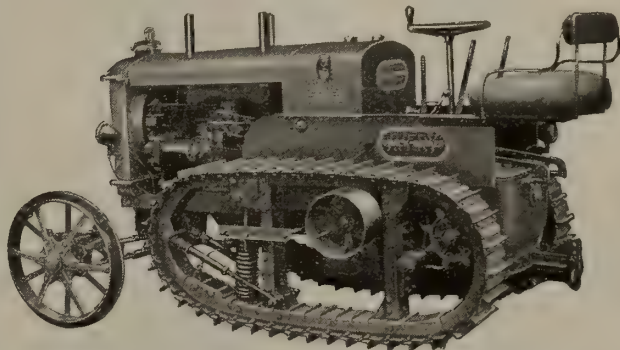
Sub-Branch—Edmonton.

AVERY

Tractors, Trucks, Motor Cultivators,
Threshers, Plows, etc.



The Avery 12-20 H. P. Tractor. A new Avery that offers unusual sales opportunities for 1922. Has all the regular exclusive Avery features, including four-cylinder "Draft-Horse" Motor and "Direct-Drive" Spur Gear Transmission—and in addition many new and improved features. The Avery Line of four-cylinder tractors also includes 14-28; 18-36, 25-50 and 45-65 H. P. sizes.



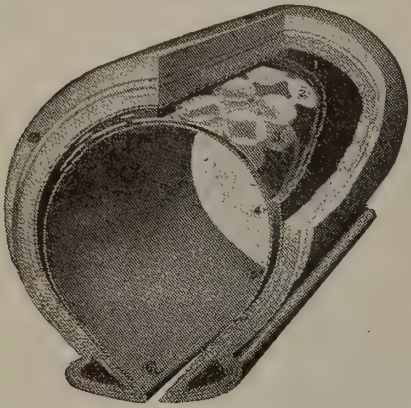
The Avery "Track-Runner." Capacity—three 14-in. plows, 2½ M. P. H. Runs 24-36 Thresher with all attachments. Tread runs very smooth on rollers; turns in its own length; rides smoothly over rough ground; can be used with or without front wheels, which can be detached in two minutes and attached in three. A tractor that opens greater opportunities to Avery dealers. Write for full information—you will be interested. Price on application.



The Avery One-Man "ROAD-RAZER." Shaves rough roads smooth. The machine that proved a money-maker for Avery dealers in 1921. The most successful, fastest-selling road machine ever built. Makes profits certain for 1922.

no other coaster wagon and is built and reinforced so that it will give years of service. The wagons are made in three size bottoms: 14x32, 14x34 and 15½x36, and from 32 to 37 lbs. in weight.

DEALERS: A Good Proposition



Arrange to Sell

ARMORED INNER TIRES

Guaranteed Absolute Protection from all Blowouts and Punctures. Write for prices and discounts.

Armored Tire & Rubber Co.
of Canada

216 Bannatyne Ave.,

Winnipeg.

The Puffer Hubbard Co. manufacture, as well as coaster wagons, washers, wheelbarrows and silos. The Minneapolis factory of the Twin City Separator Co. has been amalgamated with the Puffer-Hubbard Company and Bull Dog Mills will be produced in the plant of the latter concern. This will give the Twin City organization additional lines to offer their dealers.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

J. H. H., Alta.—You can obtain repairs for the line of buggies mentioned from the Anderson Roe Co., Winnipeg.

C. P. Co., Man.—Parts for Wilkinson plows can be had only from the Bateman-Wilkinson Company, Toronto, Ont.

J. W., Man.—Repairs for "Iron Age" garden seeders can be had from the Canadian Manufacturers, the Bateman-Wilkinson Co., Toronto.

D. G. S., Man.—Repairs for the Janesville gang plow can be had from the John Watson Manfg. Co., 311 Chambers St., Winnipeg.

G. A. W., Alta.—The William Galoway Company are still in business in Winnipeg. Their address is 118 McDonald Ave. Winnipeg.

E. M. & Auto Co., Sask.—You can procure power grain picklers from the Twin City Separator Co., Quetch St. Winnipeg.

R. S. S., Man.—Repairs for the Woodstock wagon can be had from the western distributors, Anderson Roe Co., 162 Princess St. Winnipeg Man.

M. C. & T., Man.—The Kirstin stump puller can be had from the Canadian Manufacturers, the Kirstin Canadian Company, Saulte Ste. Marie, Ont.

R. H. G., Man.—The Perfection fanning mill is made by Johnson & Field Manfg. Co., Racine, Wis. Write them for parts.

T. S., Alta.—Part 3305 is for a disc harrow made by the J. I. Case Plow Works, Racine Wis. Address the Minneapolis branch of the company.

C. F. T., Man.—Thimble for disc harrow boxing NH7 is for a La Crosse Disc. Write the La Crosse Plow Co., La Crosse, Wis.

W. J. D., Man.—Repairs for the sub-surface packer you mention can still be had from the manufacturers. Address the Brandon Implement and Machinery Co., Brandon, Man.

A. G., Sask.—The "Meco" stationary engine was manufactured in Kansas City. Repairs for this engine can be had from the John Stevens Company, 661 Henry Ave., Winnipeg.

J. T. W., Alta.—Nos. 1047 is a part for an Aspinwall potato planter. You can get the part from the E. A. Sharman Company, Lethbridge, or from William Eddie, 284 James St., Winnipeg.

W. & J., Sask.—Repairs for a Fuller & Johnson plow can be had from the T. Eaton Co., Winnipeg. For parts for the Chatham fanning mill address Gray-Campbell Limited, Moose Jaw, Sask.

G. A. W., Alta.—The disc harrow with boxings B 293 is we believe an old type Bradley disc. It is not a Moline harrow. If a Bradley, the only repair source is Sears-Roeback & Co., Chicago.

S. K., Sask.—Repairs for the Judson farm engine can be had only from the Manitoba Jobbing Company, 921 Main St., Winnipeg. This firm took over all Judson repairs.

J. W., Man.—Wants to know source from which repairs for a feed cutter formerly made by Speer & Jackson, Hamilton, Ont. Can any subscriber advise us if repairs for these feed cutters are available?

H. B. H., Sask.—The only point from which repairs for the Rumely cream separator can be obtained is the Cream Separator Repair Co., Lansing, Mich. No parts are carried in Canada, as the machine was never sold in this country.

G. W. V., Sask.—You can obtain part H. F. 311 for a Moline sulky plow from the John Watson Manfg. Co., Chambers St., Winnipeg. This firm handles a complete line of repairs for Moline implements.

E. W., Alta.—Boxes, All and ID14 are for a 22-disc "American Ideal" Drill. This drill is made by the Beaver Dam Implement Co. Bever Dam, Wis. No repairs can be had in Canada. Your repair requirements have been forwarded to the manufacturers.

J & Co., Sask.—The following concerns can quote you prices on road drags, scrapers, etc. Dominion Equipment and Supply Co., Winnipeg; Sawyer-Massey Co., Winnipeg; John Deere Plow Co., Winnipeg; Brantford Cordage Co. 162 Princess St. Winnipeg.

S. H., Sask.—Repair parts for the Newell-Sanders disk plow can only be had from the Rock Island Plow Co., Minneapolis, Minn. The Waterloo Manfg. Co., Portage la Prairie, do not handle Rock Island disk plows or parts of same.

1922 will be a Good Year for "White" Dealers

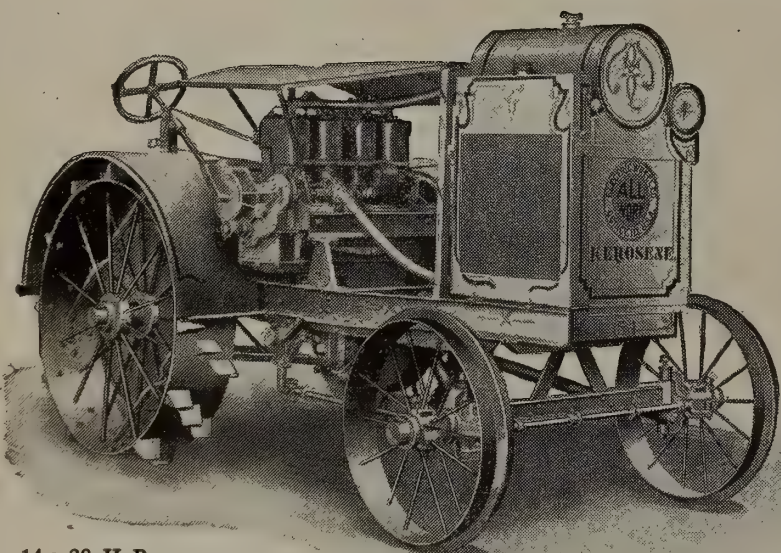
Many farmers throughout Western Canada will buy White Allwork Tractors and Challenge Separators this year. They know the dependability of White machinery and the value of White service; and as a further inducement to buy, prices are considerably reduced.

There are still some excellent territories available for responsible dealers—men who want to build a profitable business on quality and service. "White" dealers enjoy the fullest co-operation of a progressive organization. The terms will interest the right men. We invite correspondence.

The New White Allwork Tractor

14x28 H. P. 5x6 Motor

The tractor that has worked its way to success. A guaranteed kerosene burner; three speeds ahead with intermediate plowing speed; a direct drive—no transmission gears in mesh on belt work. Cylinders cast separate, with detachable heads. Extra large four cylinder heavy duty engine set crosswise on double channel reinforced steel frame; equipped throughout with roller bearings; high tension impulse starter magneto; all gears enclosed and automatically oiled; five bearing crankshaft; automatic steering device, weighs only 5000 pounds



14 x 28 H. P.
5 x 6 MOTOR

Challenge Separators

are known everywhere for their superior design and construction. No separator on the market has given greater satisfaction than the Challenge. Built in all sizes 24x40; 20x36; 28x46; 32x54; 36x60; 40x66. Every machine is fully equipped and backed by the "White" guarantee for unfailing service.

THE GEO. WHITE and SONS CO., LIMITED

BRANDON, MAN.

MOOSE JAW, SASK.

SASKATOON, SASK.

Tractors and Seeding Machinery that Farmers Know



Cockshutt Seed Drills
Our local agent will be glad to give you more information or write our nearest branch tonight for folder describing these machines.

Cockshutt Plow Co., Limited
WINNIPEG REGINA SASKATOON CALGARY EDMONTON




The Fordson Tractor
FOR SPRING WORK
Best for Farm and Field
Saves Steel Hauls
Best for Machine of Tractor Co.
1922 Model



WHITE ALLWORK TRACTOR
New Model 14 x 28
The ALLWORK has always been a Good Engine
Our New Model is a Better One
Write for Catalogue

The Geo. White and Sons Co. Limited
BRANDON, MAN. MOOSE JAV



INTERNATIONAL HARVESTER COMPANY
Reliability at 1
Planet Jr. quicker and better
Planet Jr. wheel hoe makes the kitchen garden to vigorous chopping and tender, growing plants this No. 12 Planet and Single Wheel Hoes. Not only does it



SAWYER-MASSEY CO. LIMITED
HAMILTON, ONTARIO
REGINA, Sask., SASKATOON, Sask., CALGARY, Alta.
Or Our BRANCHES and WAREHOUSES
Planet Jr. quicker and better
Planet Jr. wheel hoe makes the kitchen garden to vigorous chopping and tender, growing plants this No. 12 Planet and Single Wheel Hoes. Not only does it



J. I. CASE THRESHING MACHINE COMPANY
RACINE
GRAND DETOUR 1837
Write today for complete Planet Jr. catalog, also terms of nearest dealer
S. L. ALLEN & CO., Inc.
Dept. 85 Philadelphia
8th & Cleveland Ave.



John Deere
THE FAMOUS "WATERLOO BOY"
The Bissell The Perfect Pauger
15-30 H.P.
BEAVER TRACTOR
THE DRIVE THAT PULLS. SEVEN SPEED REDUCTION TRANSMISSION



The Waterloo Mfg. Co. Ltd.
Regina, Sask., Saskatoon, Sask., Portage la Prairie, Man.
E.B. 12-20 Tractor
INCORPORATED
1852
Rockford, Illinois
Canadian Distributors
Ltd., Winnipeg, Regina, Calgary



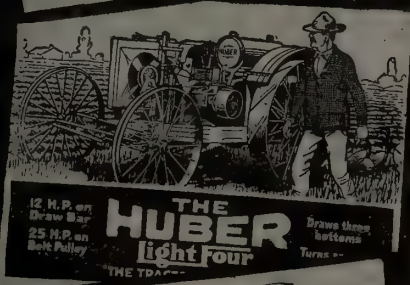
Emerson-Brantingham Implement Co.
INCORPORATED
1852
Rockford, Illinois
Canadian Distributors
Ltd., Winnipeg, Regina, Calgary



Aultman-Taylor
The Aultman & Taylor Machinery Co.
Mansfield, Ohio
CANADIAN BRANCHES



THE CLEVELAND TRACTOR COMPANY
OF CANADA, LIMITED
Home Office: 22 Ottawa St., MONTREAL
Western Sales Office: 241 Fort St., WINNIPEG



THE HUBER Light Four
12 H.P. on Draw Bar
25 H.P. on Belt Pulley
Draws three bottoms
Turns



ADVANCE-RUMELY THRESHER CO., Inc.
Winnipeg, Man.; Calgary, Alta.; Regina, Sask.; Saskatoon, Sask.
Oil Pull

VALUE IS THE BASIS
Value is the basis on which machinery sales for 1922 will be made. Farmers, more than ever before, will purchase only goods they know and have confidence in. Advertising creates and sustains good-will and confidence. The manufactures of tractors and seeding machinery represented on this page are some of The Nor'-West Farmer advertisers who realize that your efforts to turn over their goods must be backed up by forceful advertising. These advertisements are read by 78,000 western farm families and are made doubly effective by the practical reading matter in The Nor'-West Farmer dealing with machinery and cultivation problems. Sales this spring will depend on the value and reputation of the machinery offered and co-operation between manufacturer and dealer. It is surprising how much such team work can accomplish and it is safe to predict that these lines will secure the bulk of the trade. We will undertake to supply cuts of any of these lines for your local advertising but would suggest that the quickest and best way to secure them is from the manufacturer direct.

The Nor'-West Farmer
The Pioneer Farm Journal of Western Canada
Winnipeg Can.

GD



GRAND DETOUR TRACTOR PLOWS

The Plow that Made Traditions

IN Grand Detour shops are skilled descendants of workmen who helped make the world's *earliest* steel plows, still on the job of making the world's *best*.

Back in '37 the first Grand Detours were *bought*. *Buying* Grand Detours, too, has become a family tradition, and many of our customers today are even

greater boosters than their grandsires.

And away back there the first Grand Detour was *sold*. It brought secure trade and satisfaction to the man who sold it. Three generations of Grand Detour dealers since have found it pays to stick to a plow *made* well by habit and *bought* again and again as a family custom.

NOTICE

We want the public to know that our plows are not the Case Plows made by the J. I. Case Plow Works Co.

Grand Detour Tractor Plows and Repairs are sold and carried in stock by

J. I. CASE THRESHING MACHINE CO., Inc., Racine, Wis. ADVANCE-RUMELY THRESHER CO., Inc., La Porte, Ind.
and all branches and all branches

AVERY CO., Peoria, Ill.
and all branches

J. I. CASE THRESHING MACHINE CO., Inc.
DIXON, ILLINOIS · GRAND DETOUR PLOW DIVISION · EST. 1837

CANADIAN FARM IMPLEMENTS

VOL. XVIII., No. 4

WINNIPEG, CANADA, APRIL, 1922

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 Cents



Insure Your Premium

If you will deposit in your savings account each month one-twelfth of your annual insurance premium, it will be easy to pay for your life insurance when due.

Nothing in addition to your savings can mean as much to you in old age, or to your relatives after death, as insurance. Start a savings account with us today.

918

Copy of our booklet "One Dollar Weekly" free on request

UNION BANK OF CANADA

Head Office • WINNIPEG

YOU SPEND TO SAVE

Business life is full of uncertainties, some of which may be guarded against. Should you have a fire to-night, how would it effect you? You can make no better investment than in protecting your Home, Store and Stock against fire. Our Policies give Hardware and Implement Dealers assured protection at ONE-HALF the Board Companies' rates. This is the 15th consecutive year our Hardware Companies have paid 50% dividend on their Policies. Consider your future. If you are not protected, write us for complete details.

ASSETS OVER \$4,000,000.00.

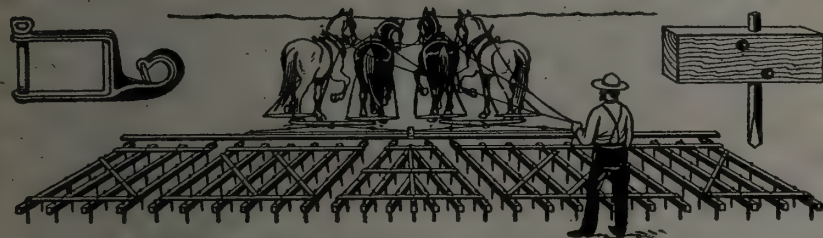
NET CASH SURPLUS OVER \$2,000,000.00.

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager.

802 Confederation Life Building, Winnipeg.

Sell WATSON'S HARROWS



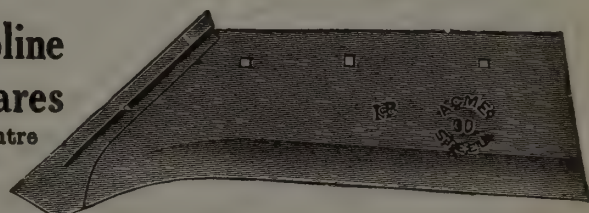
WATSON'S BOSS WOOD HARROWS

These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design. Have exclusive features. Easy sellers. Sizes: 78 Tooth, 14 feet; 102 Tooth, 17 feet; 150 Tooth, 24 feet; 174 Tooth, 30 feet; 222 Tooth, 38 feet. Consider no statement that you can get harrows "just as good" as Watson's. There is but one Watson. Order it from us.

WATSON'S All-Steel Diamond Harrows. Made in two weights: 35 and 50 pound per section. Interchangeable on any diamond harrow draw-bar. The best implement made for cultivating soil around growing grain. Ask for prices.

Genuine Moline "ACME" Shares

The original soft centre share. Give perfect wear. Order your Stock now.



Repairs for "Monitor" Drills, Moline Plows and

Moline Disc Harrows—Mandt Wagons and Farm Trucks—National and Mandt Manure Spreaders—Moline Universal Tractors—Moline Engine Gangs—Adriance Binders, Mowers and Rakes.

Also Repairs For

Janesville Plows,

Disc Harrows, etc.

SEND US YOUR

REPAIR ORDERS



311 CHAMBERS ST., WINNIPEG, Man.

Announcement

In this space we will from time to time make special announcement with reference to high quality products which you can sell at a large profit, with the sincere co-operation of our entire organization.

See page 9 of this issue for Storage Battery information.

BREEN MOTOR COMPANY LIMITED
WINNIPEG • MANITOBA

Strange!

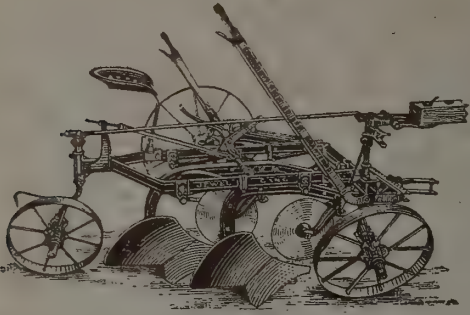
There are many of us who would not for a moment neglect to insure our homes and furniture against loss by fire and yet will not consider Life Insurance. True one is tangible, the other intangible—but for its very intangibility experience tells men that they should insure against the inevitable. One cannot tell how long he will be spared to provide for his loved ones, but one can arrange in his lifetime for the continuance of support when he is no more. Which of the two is of greater consequence?

Let us help you to answer the question by giving particulars of our attractive contracts. State age.

The GREAT-WEST LIFE ASSURANCE Co.

Dept. "P.16"

Head Office : : : WINNIPEG



Good Farming and Good Crops start with Good Plowing. Your Customers this Spring will be asking for



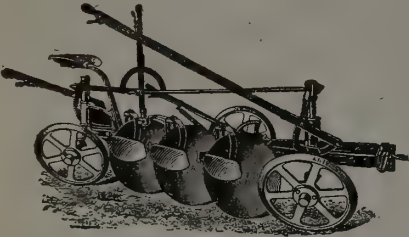
Cockshutt Plows

THEY'RE the most up-to-date plows built—with a wide variety to choose from for use either with horses or tractor. A size and a style to suit every farm.

Cockshutt "Jewel" Gangs and Sulkies are very popular. They're footlift plows, easily operated and with them an inexperienced man can do splendid work. Bottoms stay in ground and plow to a uniform depth. Other popular plows in the Cockshutt line are "Beaver", "Simplex" and "J. G. C."

Cockshutt Tractor Plows are leaders everywhere. Their reputation has been made by the good service they have given their users. Supplied either in Moldboard or Disc types. There will likely be a last minute demand this spring. Be ready for it.

Write our nearest Branch today for supplies of literature and sales helps if your stock is low.



Cockshutt Plow Co. Limited
Winnipeg, Regina, Saskatoon,
Calgary, Edmonton.



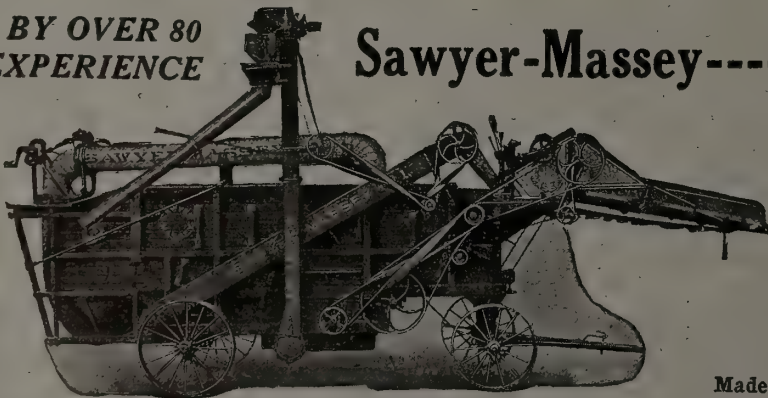
SAWYER-MASSEY CO.

Tractors: Threshers: Road Machinery

**BACKED BY OVER 80
YEAR'S EXPERIENCE**

SIZES:

22 x 36
24 x 40
28 x 44
32 x 56
36 x 60
40 x 64



Sawyer-Massey---Canada's Premier Threshers

In selling our Threshers you give the farmer real assurance of economical and efficient threshing. They clean and save the grain. Here we show our Model No. 1A 24x40—an ideal type for the individual tractor owner. Our cylinders have major weight at the circumference, giving finely balanced action with minimum vibration. Built of specially selected hardwood; the braced and trussed frame gives remarkable strength and years of profitable service.

Sawyer-Massey Tractors

Made in three sizes: 11-22, 20-40 and 25-50 H. P. A range of sizes to meet any demand. Canada's leading tractor for excellence of design, mechanical finish and economical operation. They will help your customers handle greater acreage at lower cost. As a threshing power they have no equal.

**Don't Delay. Get our Literature,
Prices and Interesting Dealer
Proposition**



SAWYER-MASSEY 11-22 H. P.

Sawyer-Massey Company, Limited.

Head Office and Factories: Hamilton, Ont:

WINNIPEG REGINA SASKATOON CALGARY EDMONTON

Sawyer-Massey Road Machinery

A line that every progressive dealer should investigate. Our Graders, Maintainers, and Levellers, in light and heavy types, are in good demand by municipalities and are unequalled for durability.



THE WALLIS TRACTOR 15-25 H. P.

Wallis Tractors

Wallis Tractors give the dealer a time-tried and proven line. The Wallis 15-25 delivers great drawbar pull in relation to weight. We will forward full details on request.

CANADIAN FARM IMPLEMENTS

Vol. XVIII., No. 4

WINNIPEG, CANADA, APRIL, 1922

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00 Per Copy, 10)

Developing An Increased Demand For Tillage Tools

Agricultural authorities are unanimous in the opinion that thorough tillage is most important in Western Canada where all the available moisture must be conserved to assure good crops. Deeper plowing and better tillage are factors that will do much to increase the returns obtainable for the farmer, especially at a time when grain prices are on the decline while operating costs remain high. Increased yields will be sought, and to get increased yields good tillage is essential.

In the sale of tillage tools the dealer has a wealth of sales argument to use quite beyond the superior constructional points of the harrows, discs and cultivators which he may handle. The disc harrow, we submit, is one of the most valuable implements on the modern farm. In fact it is indispensable in the preparation of soil for the growth of many crops.

Take a tandem disc hauled by a tractor as an example. A disc of this type has weight and does good work; when operated once over a field it leaves plowed soil in garden condition if a two-section harrow is pulled behind it. A disc with 8-foot cut, followed by a drag harrow covering eleven feet, will put fall plowed ground in good condition for oats in one trip, and the drill can start right behind the disc.

Tandem discs are becoming very popular, but the horse drawn disc is in as good demand as ever and should be given first consideration. Many farmers are still using worn-out, obsolete types of discs which do not permit effective work. The only kind of disc worth using is one of a modern type that will put the surface of the field in good shape regardless of trash, clods, etc. The adaptability of the disc is such that the dealer in any territory can sell this useful implement. The farmer who grows grains is equally a prospect with the man who grows fodder corn, potatoes, etc. Further the farmer who grows alfalfa, clover and tame hay crops needs a good disc. In British Columbia territory the orchardist requires a disc so he can keep the surface between the

trees in loose condition and free from weeds and grass. The disc harrow has proven exceptionally valuable in the orchard as it partially does away with the use of a plow, making the soil absorb moisture and at the same time it does not tear the roots.

In commenting on his procedure in developing an increased demand for disc harrows, a Western dealer explained to the writer how he interested farmers in this valuable tool. He said:

"I built my disc harrow business through local advertising, personal solicitation and keeping

evenly and the fermentation of the soil cannot be managed so as to give the growing crop a chance to make rapid growth.

"When crops are sown or planted on an upper fine surface, which covers a layer of clods, the seed may germinate and start quickly; but as soon as the developing roots begin to make their way downward in search of food and moisture they are hampered by the air spaces which prevent the necessary contact with the soil particles from which food and moisture are derived. The free circulation of air dries the moist-

on the need of better seed-beds for all kinds of crops.

Regardless of the vitality of the seed planted, and the favorable weather conditions which may prevail, if the crop has not a good seed-bed heavy production is impossible. Many disc harrows are sold by explaining to farmers that in every territory most of the land is lessening in fertility. When soil was new, and well filled with crop growing elements, heavy crops were often grown in spite of inadequate tillage methods. But with time existing conditions prove that the only safe rule is to adhere to the best tillage program available. The use of a disc harrow serves to keep land in shape so growing plants have an opportunity to gather food and moisture from the soil. An implement dealer who is anxious to introduce better tillage methods in his territory can make a good start by pushing the sale of disc harrows.

Disc harrows are pretty much alike, it may be argued. In fact the farmer will insist that one disc is as good as another—a reason he advances for buying the jerry-designed mail order type. The dealer above mentioned, however, has a means of meeting such contentions. He went on:

"I sell a good disc, and I know its good points. I go into detail regarding such important parts as the frame, disc gang, scrapers, bearings, hitch, eveners, etc. I am able to show the farmer superior features which convince him that a better disc cannot be bought.

"Look at that disc on my floor. Take the gangs for example. It is the quality of material from which the discs are made that counts. You want discs which will hold their edge, and will cut trash day after day. Please take notice that these disc gangs are thoroughly polished and sharpened. They are ready for business, and will not clog easily. Steel gang bolts are used, the nuts being held by lock washers which effectually prevent their coming loose. The improved oscillating type scrapers are independently



The Disc Harrow is Invaluable for the Orchardist

after every man who was a prospect in my territory. I knew that one of the most important uses of the disc harrow is to cut and break up the surface soil into fine particles a few days before plowing is started. This proves of great benefit in preparing the bottom of the furrow so that capillary attraction of moisture will be readily established with the subsoil. It effectively seals the surface of the unplowed land so that it will keep moist for a longer period.

"The disc harrow properly prepares the soil to the full depth of the furrow, providing discing is done before and after plowing. If the soil is not thoroughly prepared to the furrow's full depth, moisture will not be properly controlled, the ground will not warm

ure out of the spaces between lumps and clods. When I explained this matter to farmers, they couldn't help seeing the necessity of thoroughly discing ground both before and after plowing.

"A valuable use for the disc harrow is to break down weeds, cut up trash and coarse manure, and put the soil's surface in shape for seeding oats, etc. The disc chops up trash and greatly reduces its capacity for damaging the growing crop."

It is easy to advance strong sales arguments in favor of the disc harrow. The more arguments a dealer can command the easier he can sell either horse or tractor drawn discs. The leading sales argument should be based

removable, adjustable and replaceable.

"Then I point out the kind of beamings used—hard maple, oil soaked, and the long extension oil tubes. I continue going over my disc, feature after feature, until I get that farmer to admit that he knew a lot more about disc harrow construction than he did before. He also admits that the cheap disc might give cheap wear."

Double Action Discs

At the present time the dealer should be able to develop a demand for double-action discs. There are approximately thirty-nine thousand tractors used in Western Canada, and practically every tractor owner can be regarded as a good prospect for a double action disc, providing he is not already supplied. It has been proven repeatedly that for engine discing the double-action disc is the only logical implement. By its use, the land is disced both ways at the same time, the front section being on out-throw, the rear on in-throw. This thoroughly breaks up all clods. Another advantage of using a double-action disc with a tractor, is that there is no necessity of driving the tractor over the field after the soil is once disced, because with the use of a double-action disc, discing is finished with one operation.

When selling a double-action disc for tractors explain that it is not a rebuilt horse disc but specially designed for tractor use.

The Sub-Surface Packer

Too loose soils hinder crop growth and for this reason diminish the yield of grain. The soil must be compacted. For this purpose the best implement is the sub-surface packer, which packs the lower part of the furrow slice, and the ordinary packer which packs all of the plowed ground, firming the surface in particular. The value of the sub-surface packer is becoming more appreciated each year. Thousands of farmers testify to the beneficial results secured through its use. Implement dealers will do well to specialize upon the sale of equipment designed for firming the soil. It isn't surprising that there should be a heavy demand for tillage implements of this nature; for authorities agree that the farm which lacks an implement for firming the soil is not fully equipped.

Pulverizers and Mulchers

A recent development in cultivation is the use of packers, pulverizers and mulchers. These implements are made for use as plow attachments, and as horse drawn or tractor drawn tools.

They may also be arranged in gangs to suit conditions.

There may be a type in which packer wheels, pulverizer wheels and subsoilers can be used on the same frame, the wheels being fitted to meet the cultivating conditions that confront the farmer. The use of these mulcher packers has increased greatly and they have proven their value in the way in which they have formed a moisture-conserving mulch, and have also prevented soil blowing.

Such implements are more or less a development of the old roller, which was used for crushing clods. They not only crush the clods effectively and make a

fine seed-bed but they pack the soil particles properly so as to prevent undue evaporation of moisture. They make a thorough seed-bed which gives a better chance of rapid and even germination of the seed, allowing quicker growth and a more profitable crop when matured.

A study of tillage implements will help the dealer to develop sales in his territory when he thought no sales existed. Use your prospect list, canvass your trade and advertise your line of tillage tools, and you will find that this line which is too often neglected, will prove a profitable one in many ways.

Financial Conditions in the Implement Industry

In many cases the dealer is confronted by the statement from his customers that the implement manufacturers have been "making millions." The financial statements of factories for last year show how erroneous in most cases this opinion is, and also gives some conception of the struggle it has been to continue operations. The year 1921 was the most difficult the implement industry has ever encountered, both in the United States and Canada. The following brief financial statements from some of the large producers will be of interest to West Canadian dealers, and the way in which the manufacturers have weathered a time of great stress should be a source of confidence and inspiration to the retail trade. Happily the business outlook has improved greatly.

Emerson-Brantingham Implement Company

The Emerson Brantingham Implement Company, Rockford, Ill., in its financial statement for the year ending October 31, 1921, shows, after taxes, charges and inventory adjustment, a net loss of \$3,308,726. This is compared with the surplus shown the preceding year of \$872,703; and a surplus in 1919 of \$1,322,420 and in 1918 of \$1,282,268.

Deere & Company

Deere & Co., Moline, Ill., for the year ending Oct. 31, 1921, in its annual report shows a loss of \$2,752,801 as against a net income of \$4,636,717 for the year. The company built up a reserve of \$9,409,717 during the war years of 1919 and 1920 to hold against expected inventory losses because of falling markets. \$6,317,059 has already been charged off against this reserve, this amount representing the inventory loss during 1921. It is stated that sales in

1921 dropped 63 per cent from 1920.

J I Case Threshing Machine Co.

In a year recognized for large losses incurred and impaired surplus accounts, the J. I. Case Threshing Machine Co., Racine, Wis., by contrast, shows net operating profits of \$405,914.

Losses through shrinkage in inventory values and idle plant expense of \$3,289,345.72 result in a net charge against surplus of but \$583,431.24, the balance being absorbed by the company's adequate reserves. It is interesting to note that the reserves set up in previous years were sufficient to cover all losses if so applied.

Conservative management sets up additional reserves of \$700,000 for further contingent inventory losses against an inventory of \$14,634,368.42. The inventory was reduced during the year by \$7,757,853.73.

The company's sound financial position is evidenced by a reduction in notes and accounts payable of \$2,651,470.64. The debt at the close of the year is \$5,855,000 of bills payable and \$601,221.24 of accounts payable, a total of \$6,456,221.24. This debt is protected by \$21,411,013.03 of current assets, the ratio of current assets to debt being 331 per cent.

The surplus remains at \$1,621,491.15, and the reserve for contingent losses at \$1,000,000, besides a special inventory reserve of \$700,000 shown in the deduction from the inventory, making a total reserve for contingents of \$1,700,000.

Hart-Parr Company

The Hart-Parr Co., Charles City, Iowa, recently issued to their entire organization of distributors and dealers, a copy of their financial statement, showing their standing at the end of their

financial year, Nov. 1, 1921. It is given in simple and understandable form, as follows.

Cash in bank, \$190,232.23. Certificates of deposit and miscellaneous notes and accounts (less allowances,) \$225,516.74. Merchandise Inventories, \$515,057.19. This total of \$930,806.16 represents current assets as separated from fixed assets, buildings, etc.

Against this the company owed current merchandise bills and miscellaneous accounts of \$160,835.97, leaving total net quick assets of \$769,970.19.

Continuing this report says:-

"In addition to quick assets we have a total investment, (less depreciation) in buildings, equipment and miscellaneous property which we term fixed assets of \$1,326,859.63.

"Against these fixed assets we have liabilities of \$524,597.09.

These liabilities include reserves set up not paid, money owing on buildings, which is being paid off yearly, none of which is past due, and equipment. The net credit balance on fixed assets is \$802,262.54.

"This makes a total of net assets of \$1,572,232.73.

"The amount of money is the value of the stockholder's investment in the Company after paying all obligations. In our assets there is no item of good will, patents or anything else except tangible assets."

Advance-Rumely Company

The Advance-Rumely Company, LaPorte, Ind., recently issued their sixth annual report for the year ending December 31, last. The report states that despite great decrease in volume the company were able, by drastic economies, to keep operating loss for the year within reasonable limits. Salaries were reduced and overhead expenses cut, but sales and factory organizations were maintained so that the sales field and production could be maintained. Building operations to the value of \$62,310, as commenced in 1920, were completed. Experimental work was continued steadily and production economies thoroughly analyzed.

The company's inventories were decreased from \$10,489,972 at the end of 1920 to \$6,937,004 at the close of 1921. All machines, repairs and raw material were carried in the inventory at the lowest justifiable price—cost or market—whichever is lower.

At the close of 1920 the company wrote off its inventory the sum of \$837,936 and charged same out of 1920 profits. At the close of 1921, the company made

OILPULL TRACTORS



Why the OilPull Finds a Ready Market

In the Rumely OilPull Tractor are many things the farmer wants. Once he knows them and realizes their importance he is not hard to sell. And it is easy to convince him. Cheapest power is one thing he wants. He gets it in the Rumely OilPull because it combines the Four Vital Factors necessary to produce cheapest power. These are: (1) Lowest Fuel Cost. (2) Lowest Upkeep Expense. (3) Longest Average Life (10 years and more).

(4) Reasonable First Cost. These records are due largely to

Triple Heat Control

—a perfected system of oil-burning found only on the Rumely OilPull. Controls motor temperatures. Positively solves the problem of getting the power out of cheap kerosene under any conditions. No overheating. No freezing. Booklet shown above fully discusses this wonderful system. It is free. Write for a copy and read it.

ADVANCE-RUMELY THRESHER CO., Inc.

Calgary, Alta.
Saskatoon, Sask.

Regina, Sask.
Winnipeg, Man.

48 Abell Street, Toronto, Ont.



The Advance-Rumely line includes kerosene tractors, steam engines, grain and rice threshers, alfalfa and clover hullers, husker shredders and farm trucks
Serviced through 30 Branches and Warehouses

ADVANCE-RUMELY

a further heavy charge off on its inventory of \$1,279,197.

During 1921 the company had fair success in its established policy of shortening terms and keeping its business as nearly as possible on a cash basis. In the face of the worst year it has experienced, the customers' notes increased only \$143,499. The depreciation charge off on plants for the year was \$29,222 in excess of the charge off for the preceding year. The general statement is as follows.

The gross profits for operations in 1921, \$1,353,452.49. To this should be added miscellaneous income, such as interest, bank balances, discounts on purchase etc., of \$270,848.58 giving a total of \$1,624,301.07. In 1920 the gross profits were \$4,971,129.62, plus miscellaneous additions of \$495,299.68, a total for 1920 of \$5,466,429.30.

In 1921 the selling, general and administrative expenses were \$2,080,084, from which the total income account should be deducted leaving a loss of \$455,783.81. To this must be added debenture and other interest amounting to \$229,234.25, giving a net loss from operations for the year of \$685,018.06.

To this net operating loss is added the loss in revaluation of

inventories, \$1,279,197.80, giving a total loss for 1921 carried to surplus of \$1,964,215.86. This compares with a profit of \$1,277,231.93 in 1920.

The balance of reserves set up at the beginning of 1921 was preserved, total reserves for the year being \$1,347,969. After the burdens of 1921 are charged out, and with all reserves intact, the Advance-Rumely Company's surplus stands at \$1,679,496 even a stronger position than at the close of 1920.

International Harvester Company

The annual report of the International Harvester Co., for 1921, was made public, on March 31st. It shows a net profit for the year of \$4,149,918.80, compared with \$16,655,300 for 1920. Total sales were \$121,215,000, or 54 per cent of the total sales for 1920. The business done in the United States produced no profit, all the profits shown being derived from the company's foreign trade. In his report, President Harold F. McCormick calls 1921 as a year "the worst in the history of the agricultural implement business."

The total income of the company before deducting interest on loans, depreciation, and losses on receivables was \$11,281,367.08 the

deductions being \$7,131,448.28, leaving the net profit as above. The balance of the company at the commencement of 1921 was \$68,350,741, and at the ending of the year it was reduced to \$59,526,787.

During the year current liabilities were reduced from \$44,938,000 at the end of 1920 to \$27,507,000 on December 31, 1921. Current assets at the close of 1921 were \$179,554,000, compared with \$202,809,000 at the beginning of the year, making the ratio of current assets at the close of 1921 approximately six to one. All loans made from banks during 1921 were liquidated within the year, none being carried over into 1922.

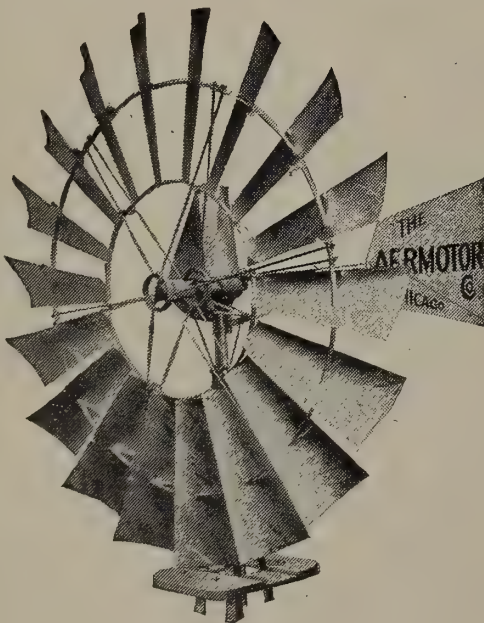
During 1921 the directors reduced the cash dividend rate on common stock from 7 per cent to 5 per cent per annum. Cash dividend payments on preferred and common stock in excess of the year's earnings reduced the surplus by \$5,178,500. Two stock dividends of 2 per cent each were paid upon outstanding common stock and necessitated the transfer of \$3,645,414 from surplus to capital stock.

Had it not been for a conservative policy of inventory valuation, adopted at the beginning of the war, the 1921 balance sheet in-

stead of exhibiting some profit, would show a net loss of more than \$20,000,000. Anticipating the effect of high wartime prices and a subsequent inevitable decline, the Company early adopted the policy of valuing the portion of the inventory constantly on hand, known as the basic inventory, at pre-war or 1916 prices. In this way fluctuations in inventory values were reflected only in the amount of goods and materials carried over in excess of the basic inventory.

At the closing of the year dealers' and farmers' notes receivable amounted to \$43,971,711. At the close of the season in Canada, raw materials and supplies, work in process, finished machines and repair parts were valued at \$6,561,183, of which the value in finished machines and repairs totalled \$2,245,002. Total inventories at branch houses and distributing points in Canada was valued at \$7,247,592.

The report states that the rapid decline in market values during 1921 of the commodities entering into production resulted in price levels that make unnecessary the continuation of the "basic" inventory method of valuing inventories. During 1921 cash collections in the United States were 79 per cent, and in Canada 73



PROFITS Every month of the year Selling the Auto-Oiled Aermotor

We believe that more real profit is made from the sale of Aermotors than any other line of farm equipment. The discount to the dealer is liberal and he doesn't have to spend all of his profit in running back to make the outfit satisfactory. The Auto-Oiled Aermotor, when once properly erected, requires no further attention from the dealer.

REMEMBER that the Auto-Oiled Aermotor is the genuine double-gear, self-oiling windmill, with gears inclosed and running in oil. Oil it once a year and it is always oiled. After 7 years of use in every part of the world, it has proven its ability to run 2 or 3 years, or even longer, with one oiling and without its ever being necessary for anyone to go on the tower.

The Aermotor gives more service, with less attention, than any other piece of machinery on the farm. The Aermotor is skillfully designed, well made, and backed by a company which has a reputation for doing things right.

If there isn't a live Aermotor dealer in your town, write us today

Aermotor Company,
2500 Roosevelt Road, Chicago, Ill., U.S.A.

per cent. The five year pre-war average in the U. S. and Canada was 77 per cent and 45 per cent respectively.

During the year two general price reductions were made on the company's products. Prices are now based on replacement cost, and are in all cases down to the present market level of materials and wages. The present wage scale of the company is approximately 75 per cent over 1915.

A note of confidence is evident in the report. It is pointed out that the implement industry is a basic one, so that the sale of labor-saving farm machinery is assured so long as agriculture exists. It is felt, however, that the period of readjustment will continue throughout 1922, and that no marked improvement in business can be expected during the year.

Sawyer-Massey Company

The Sawyer-Massey Co., Hamilton, Ont., recently issued their financial statement for the year ending November 30, 1921. The report shows a decline in profits, which were \$133,027 as compared with \$223,815 in 1920. President Harmer states that the reduced profits shown are attributable to the impairment of the farmers purchasing power due to the drop in grain values.

The report states that owing to the present unsettled condition of the implement business in general, and the recent drastic reduction in tractor prices, the company's plant is being operated at about 50 per cent of its capacity; their efforts being centered on the manufacture of engines and road-making machinery, sale of which is encouraging. The demand for their threshers will be largely governed by 1922 crop conditions, according to an eastern report.

New Distributing Arrangements Made by Sharples Organization

O. P. Maclean, manager of the Sharples Separator Company, Toronto, recently visited the Canadian West and called upon the leading trade centres as far west as Vancouver.

Mr. Maclean announces a new distributing arrangement for the Sharples line in Western territory. In Manitoba Sharples cream separators, pipe line and electric milking machines will be distributed by the Breen Motor Co., Ltd., Winnipeg. In Saskatchewan the line will be distributed by Bruce Robinson Supplies Ltd., Moose Jaw; in Alberta by Bruce Robinson Distributors Ltd., Calgary and in British Columbia by Bruce Robinson Electric Ltd., Vancouver.

The Eastern Canadian headquarters of the Sharples Separator Co. are located at 2368 Dundas St. W., Toronto. Mr. Maclean reports that good business is being had for the company's lines in Ontario and the East. With the new distributing arrangement in Western territory dealers throughout the provinces will be assured prompt delivery of Sharples separators and milk-

ing machines from the new distributors who are located at strategic points. Repair stocks will be carried by the distributors and complete lines of Sharples products.

Population of Western Canada

According to the recent census, the populations of the four Western provinces are:-Manitoba, 613,008;

Saskatchewan, 761,390; Alberta, 581,995; British Columbia, 523,352—a total for the West of 2,479,746. The total population of the Dominion is given as 8,769,489, an increase of 1,562,846 since 1911.

A man who thinks himself of little importance usually is.

Just because a man pays for your time is no reason to assume that he pays for nothing else.

The "Waterloo" Line Assures Greater Profits for Farmers—Better Business for Dealers

Our Line Raises Bigger Crops at Lower Cost---and Gives the Farmer Unequalled Threshing Efficiency.

"Waterloo" Champion Separators Save Grain



SIZES:

20 x 36
24 x 36
24 x 42
28 x 42
33 x 52
36 x 56
40 x 62

Not only must the farmer put in his 1922 crop at lower costs, but he must thresh his grain cleanly and in minimum time.

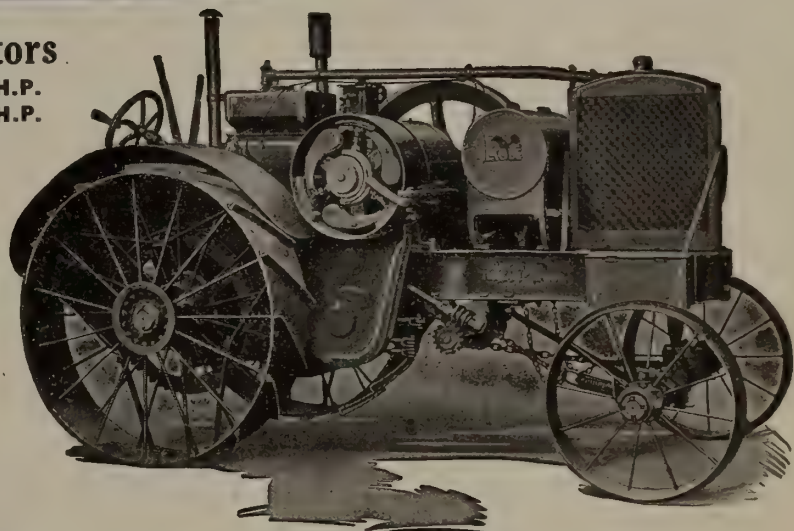
Behind "Waterloo" Champion Separator is 60 years' experience in thresher construction. They dominate the thresher field and assure speedy, perfect work under all conditions. Our 1922 prices make them the best bargain in threshers on the market. There's a size for every need. Equipped complete with Wind Stack, Feeder, Wagon Loader and Register.



Tractors

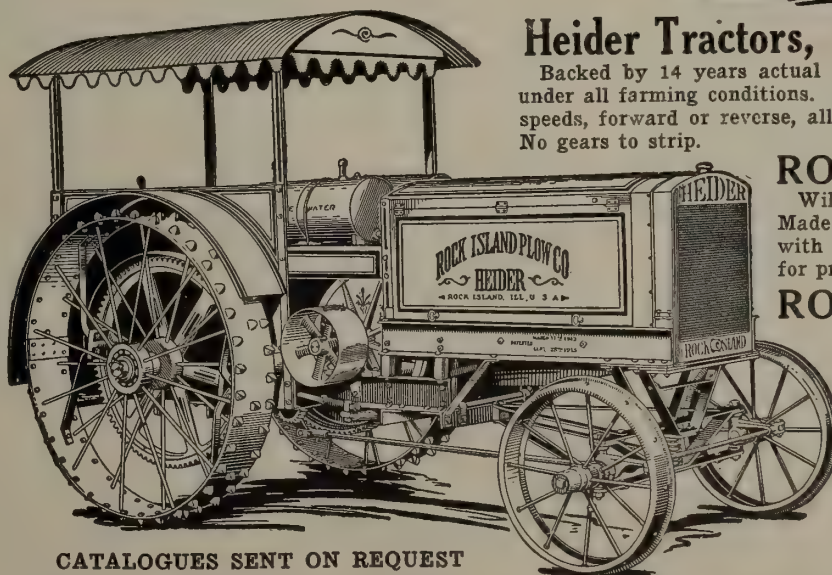
12-22 H.P.
16-30 H.P.

The simplest tractor built, and the most economical and reliable power for all farm haulage and belt work. Whatever conditions, the Eagle sells on its basis of inbuilt value. For Strength, Service, and low maintenance cost it will appeal to your customers. Uses gasoline or kerosene in heavy duty motors; 12-22 is 7x8"; 16-30 is 8x8". Get the latest prices.



Heider Tractors, 12-20 and 9-16 H. P.

Backed by 14 years actual field work. Have proven their value under all farming conditions. Patented friction transmission; seven speeds, forward or reverse, all on one engine speed—with one lever. No gears to strip.



CATALOGUES SENT ON REQUEST

ROCK ISLAND PLOWS

Will operate perfectly behind any tractor. Made in 2, 3 or 4 bottom sizes and equipped with the famous CTX mouldboard. Ask for prices.

ROCK ISLAND DISCS

The No. 38 Rock Island tractor disc is made in 8 and 10 ft. sizes. Independent acting gangs. Will sell against any competition.

We manufacture and distribute:—Kerosene Tractors, Tractor Plows and Discs, Portable and Traction Steam Engines, Separators, Wind Stackers, Baggers, Threshers' Supplies, etc.

ACT NOW. GET OUR NEW, ATTRACTIVE NET QUOTATIONS—AT ONCE.
The Waterloo Manufacturing Co. Limited
REGINA PORTAGE LA PRAIRIE SASKATOON

With the Manufacturers

The Ontario Wind Engine & Pump Co., Ltd., have lately shipped a number of their windmills to the island of Cyprus.

The Beeman Tractor Co., Minneapolis, Minn., announces price reduction of their Model G one-horse tractor from \$340 to \$240.

The Rock Island Plow Company, Rock Island, Ill., has issued a new price list to dealers on spreaders, wood lever harrows, farm wagons and trucks.

The plant of Red Arrow Tires, Ltd., at Peterborough, Ontario, which will commence operations this spring, will have a producing capacity of 500 tires a day.

Riverside Iron Works, Limited, have been adding some new machinery to their plant in Calgary. They are also thinking of building a new foundry.

The Tractor Wheel Co. of America, New York City, has been organized with a capital of \$250,000 to manufacture and market the Coe tractor wheel.

The Sawyer-Massey Co., Hamilton, have added considerably to their force and are busy with the additional hands turning out threshers for the 1922 demand.

The Oak Tire & Rubber Co., Toronto, are several months behind in orders and have a night shift working to increase production of their tires.

Durant Motors have contracted to take 250,000 motors from the Continental Motor Corp. This is believed to be the largest order for motors ever placed.

The Brantford Roofing Co. report that their business is at present quite equal to the demand in either 1918 or 1919. They have plant improvements under way.

The Cleveland Tractor Co., Cleveland, Ohio, announces a second reduction in the price of the Model "F" Cletrac, since the introduction of this machine in September, 1921.

The La Crosse Tractor Co., LaCrosse, Wis., has reduced the Happy Farmer tractor from \$1,530 to \$725. A three bottom 14-inch plow is given with each tractor sold.

The International Tank and Silo Co., manufacturers of silos, water tanks, etc., will locate in Galt, Ont. Work will commence in the erection of a factory in the near future.

The Steel Trough and Machine Co., Tweed, Ont., are increasing their output steadily. They are taking on more hands and have increased their volume 20 percent since January. A factory extension is being proceeded with.

After extensive tests during the last three years the Stover Mfg. & Engine Co., Freeport, Ill., is ready to offer to the trade a new line of Stover Samson windmills equipped with Hyatt roller bearings.

The Hart Grain Weigher Co., Peoria, Ill., has sold its farm elevator line to the Kewanee implement Co., Kewanee, Ill., and the latter company will continue the manufacture of the line.

General Motors has declared a regular dividend of \$1.50 a share on 6 per cent preferred and 6 per cent debenture stock, and \$1.75 a share on 7 per cent debenture stock, all payable May 1.

It is denied that the International Harvester Company of Hamilton, Ont., is negotiating for the purchase of La Machine Agricole, de Montmagny, Montmagny, Quebec.

The Allis-Chalmers Mfg. Co., Milwaukee, Wis., has reduced the price on its general purpose 6-12 tractor to \$250. This tractor weighs approximately 2,500 pounds and the price includes belt pulley, governor and angle iron cleats.

Ker & Goodwin Machinery Co., Limited, Brantford, have recently shipped three carloads of their "Brantford" oil engines to France. Other shipments have been made recently to South America and the British West Indies.

C. Hagen, general manager of the Eagle Mfg. Co., Appleton, Wis., reports good tractor orders during the past month. Four carloads of Eagle tractors have been ordered by the Canadian distributors.

R. E. Procter, widely known to the northwestern implement trade, has resigned as sales manager of the New Owatonna Mfg. Co., of Winona, Minn. Mr. Procter was formerly manager of the Northern Rock Island Plow Co., Minneapolis. His present mailing address is P. O. Box 153, Minneapolis.

L. L. Brockett has resigned his position as district manager for the Cleveland Tractor Co., at Minneapolis. He has been in ill health for some time. Mr. Brockett, who was formerly with the Big Four organization in Western Canada, supervised Cletrac business in this territory. He is succeeded by George Neiss.

For 1921, the sales of the Studebaker Corporation of Canada, Ltd., were 64 per cent greater than in 1920. This selling record was achieved in face of the general adversity in automobile sales, which in Canada were less than thirty per cent of their volume for 1920.

C. F. Chase, who joined the Petrie Mfg. Co., of Milwaukee some months ago, has been appointed general manager of this progressive cream separator concern. Mr. Chase was formerly United States representative of the Renfrew Machinery Co., of Renfrew, Ont.

L. M. Decker, for the past seven years with the Cushman Motor Works of Lincoln, Neb., the greater part of which service was in the capacity of director of sales,

recently purchased a substantial interest in the Queen Incubator Company of Lincoln, and will act as secretary and sales manager.

The Metallic Roofing Co. of Canada, Toronto, recently reported 25 percent more orders in a thirty day period than at this time last year. A steady improvement in demand for their many lines is evident.

The Kroyer Motors Co., Los Angeles Harbor, San Pedro, Calif., manufacturer of the Wizard-4-Pull tractor, has completed the removal of its plant from Stockholm, Calif., to the yards of the Los Angeles Ship Building and Dry Dock Corp. at Los Angeles Harbor.

The Whitney Tractor Company, Cleveland, Ohio, have recently made plans to secure sufficient capital to pay off all outstanding indebtedness, and provide working capital for the production of its tractors. This financing will be accomplished by the sale of five-year notes, secured by first mortgage on the property and assets of the company.

John Watson Manfg. Co., Ayr, Ont., now have their plant completed and in operation. Their old plant was destroyed by fire in 1920, but the new buildings give them over 25,000 addition floor space. In addition the installation of new machinery and production equipment place the company in a better position than ever before to manufacture their farm machinery lines. They have maintained their trade connections all over Canada, and a restricted output of their lines, but are now in a position to take care of large volume.

William C. Durant, president of the Durant motors, has accepted a contract to build large quantities of the four-cylinder, five-passenger Star, selling at \$348. It is believed that this announcement means that a group of prominent parts manufacturers have banded together to enter the field with an assembled car that will compete with the Ford.

Lower Implement Production

In the United States during 1921 sales of implements were only about 30 percent of normal and from one-third to one-fourth of these were repair parts. The implement industry during 1921 sustained a monetary loss equivalent to one-third of the total sales for that period. During the past nine months the farm implement factories have averaged no more than 20 percent of normal production. There are about 120,000 employees out of work.

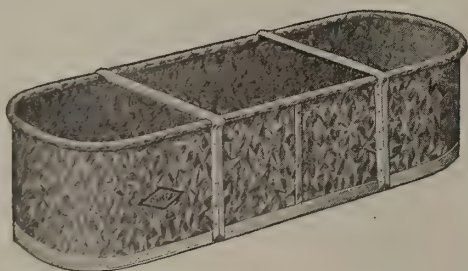
Eastlake "Red Bottom" Round End

(Design Registered, 1921)

Stock Watering Troughs

Don't Need Selling—They Sell Themselves

Durable
Serviceable
In Demand
Everywhere



Ask for
Our No. 71
Illustrated
Price List

Well watered livestock pays your customers in increased weight and better quality of meat. Eastlake "Red Bottom" Tanks are built without a weak spot. They sell easily and assure good business. Note the roll top on our stock trough. No sharp corners. Bottom seams are locked—not rivetted. All joints and seams are widely lapped, locked and soldered. All seams are protected against corrosion by painting with special quality Red Oxide Paint. We manufacture: Stock Tanks, House Tanks, Hog Troughs, Watering Troughs, Wagon Tanks, Gas and Oil Tanks. Get our prices before you place your requirements.

A Sample on Your Floor gets the Trade

The Metallic Roofing Co. of Canada, Limited

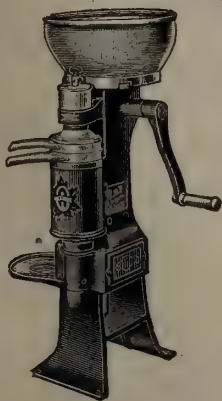
797 Notre Dame Avenue

Manufacturers

Winnipeg

DEALERS! Increase Your Sales

Magnet Cream Separators



are now offered at a real 1922 price -- a price that appeals to Farmers and Dairy-men and means more Sales and greater Profits to you.

Send today for prices, discounts and complete details of our proposition.

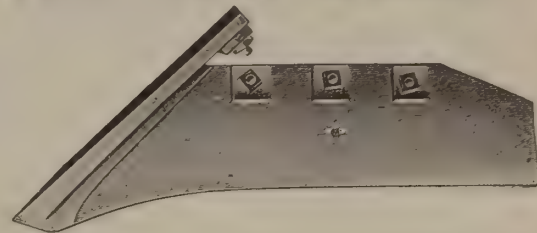
DON'T DELAY -- DO IT NOW!

PETRIE MANUFACTURING CO. LIMITED

Henry and Tecumseh Sts.,
WINNIPEG, MAN.

Profitable Spring Lines for the Aggressive Dealer STAR FITTED PLOW SHARES

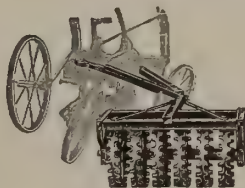
All Kinds
for Use
in
Western
Canada



Large Stock Guarantees Quick Shipment

WAGON and IMPLEMENT WOODS

NECK YOKES WHIFFLETREES DOUBLETREES
WAGON AND IMPLEMENT SETS
HITCHES AND PLOW EVENERS
WAGON POLES WITH ADJUSTABLE HAWNS
BOSS WOOD FRAME HARROWS
PLOW HARROW ATTACHMENTS
DIAMOND STEEL HARROWS HARROW TEETH



FARMER JONES

*Convertible Mulcher Packers
Surface Packers
Sub-Surface Packers*

For Prompt Delivery, Write or Wire to

F. G. WRIGHT & CO.
72-74 HENRY AVE. : : WINNIPEG

The Greatest Battery Values Today Incomparable Quality--Low Price.



No other battery contains the combined advantages of the Philadelphia Diamond Grid Battery

The Diamond Grid Plates are stronger. They do not break, buckle or bend.

The Quarter-Sawed Hardwood Separators provide perfect insulation and outlast the plates.

The Philco Slotted Retainer strengthens the positive plates and holds the active material on them.

These three patented exclusive features, found only in Philadelphia Diamond Grid Batteries, make them the longest life batteries on the market. Your customers want long life batteries. You should endeavor to sell them this kind-

The Dealer's Profit

on Philadelphia batteries is greater than on any other batteries. Made in all sizes, either wood or rubber case, to fit every make of car.

If your customer requires a lower price battery

BREEN BATTERIES

are the kind to sell. Your discount is equal to what you get on any other battery sold. Thousands of satisfied users recommend it.

Write us to-day for your territory

BREEN MOTOR COMPANY LIMITED

Winnipeg, - - - - - Manitoba

Winnipeg Wholesale Association Held Meeting

The regular monthly meeting of the Winnipeg Wholesale Implement Association was held on April 4, with a good attendance of members present. A communication was read from the Regina Wholesale Association endorsing the action of the Winnipeg organization in regard to endeavoring to have machine parts returned as defective placed upon the prepaid Express lists. The matter will be taken up with the Association of Express Companies.

It was decided by the association in view of present conditions no donations will be made this year to plowing matches, local fairs or similar events to which donations have been made in the past. In this the Provincial plowing match and the Provincial Exhibition are excepted.

A letter was read from the oil companies announcing a reduction of one cent per gallon on coal oil and gasoline, and from 20 per cent to 25 per cent on lubricating oils for implement and tractor use, to farmers only, so as to assist the farmer to make full use of his equipment under present conditions. The companies state that they are making this reduction at a positive loss, but do so to assist agriculture to maintain production by using their tractors and farm power machinery to the fullest possible extent.

The secretary of the United Farmers of Alberta forwarded a resolution passed by that body asking that the implement concerns change their note forms to take settlement in Spring instead of at October first, as the farmer was forced to sell his grain to meet his obligations. A committee was appointed to deal with this

matter, which will also be taken up with the Calgary Wholesale Association.

The Association also approved an article for the press which has been prepared on the matter of the present prices for farm implements and machinery. This article, which follows, gives facts which should be placed before the farmer who claims that prices are still too high.

This article will be sent out to every weekly newspaper throughout Manitoba, and also to the farm press. Copies have been sent to the other wholesale implement associations throughout the West who will doubtless issue same to the weeklies in their individual provinces.

Dealers throughout the West will be well advised to clip out this article, which follows, and to request the local Editor to use same in his paper. The article explains the reduction in price and should be of assistance to the dealer in meeting the arguments of customers that prices are still too high. The complete article, as issued, is as follows:

ARE IMPLEMENT PRICES TOO HIGH?

For some time there has been a feeling on the part of the farmers that implements were being sold at a figure that made it almost prohibitive for the farmer to purchase. In view of the fact that it is impossible for a farmer to conduct his farm operations without farm machinery, this would seem to work an unusual hardship upon what is considered by everyone our basic industry—namely, Agriculture.

It is true that the prices of farm machinery, as a whole have not dropped quite in proportion to the drop in prices of farm products, but in order to understand the situation more clearly, we must not overlook the fact that the prices of farm implements did not increase in the same proportion to the prices of farm products. A careful survey of the list prices of nine different Agricultural Implement concerns doing business in Western Canada and comparing the 1921 to the 1922 price list shows that there has been an average reduction in the price of all farm ma-

chinery of a little over 24 per cent. In a great many cases the reduction has been much more than this. In fact, there are some cases where the price of a tractor includes a three-bottom plow, but we have not taken this into consideration as it would not affect the average percentage drop to any great extent.

Under date of March 1, a careful survey was made of prices of farm produce by the Government of the United States, comparing the prices at that date with the low point of 1921. Some very interesting figures are revealed by this report. As the prices of farm produce in the United States and Canada have a direct relation to each other these figures may be taken as indicating relatively what has happened in Canada. We find that the following percentages of advance have taken place:— Sheep 124%; Lambs 90%; Hogs 66% Wool 64%; Barley 57%; Flax 53%; Poultry 50%; Cheese 46%; Wheat 40%; Rye 36%; Oats 32%.

When we take into consideration these advances in the price of farm produce, and then consider a decrease of 24% in the price of farm implements, we can see that the farmer is not in such a bad position after all with regard to his ability to purchase farm machinery as compared with the prices which he now receives for his farm produce.

There is not a question of a doubt that the prices of farm machinery have reached a low level and if they move at all the movement will have to be an upward one.

Swedish Separator Co. Announce New Sales Plan

The Swedish Separator Company have closed their western Canadian offices which were located at William and McPhillips Sts., Winnipeg. They have completed an arrangement with the Anderson-Roe Company, 162 Princess St., Winnipeg whereby the Viking line of cream separators will be sold by this well known implement firm in Manitoba and Saskatchewan territory. In Alberta the territory will be worked by factory representatives of the Swedish Separator Co., operating from Calgary.

E. S. Strachan, who has been Western Canadian manager of the Swedish organization in Winnipeg for the past three years will be transferred to take charge of the

company's head office in Canada, which is located at 36 a Notre Dame West, Montreal. The company's credit department and offices for Western Canada will be located in the Anderson-Roe premises 162 Princess St., Winnipeg and stocks of the Viking separators and parts will be carried at the Anderson-Roe branches at Winnipeg, Regina and Saskatoon.

Steel Company of Canada Issues Annual Statement

The Steel Company of Canada shows a deficit of \$442,488 on their 1921 operations after all charges were paid, as compared with a credit balance of \$595,663 in 1920. Net profits before charging off common dividends amounted to \$362,551, as against a dividend requirement on common dividends of \$805,000. Actual net earnings applicable to the common stock outstanding were equivalent to 3.15 percent earned, a little less than half of that required. Gross profits were \$2,153,366 against \$3,924,041 in 1920. Current assets totalled \$11,707,614. Provision of \$213,803 for the sinking fund was made.

Alberta to Tax Gasoline

The Alberta legislature has passed a tax of two cents per gallon on all the gasoline sold in that province. This tax took effect April first, and will be collected from the leading oil distributing companies which are required to make monthly returns of sales, according to this legislation. This tax will affect automobile owners, farmers and otherwise, also farmers operating stationary gasoline engines and tractors which operate on gasoline only.

Show 'Em and Sell 'Em

Plain, old-fashioned work—early and late—and going right out where the farmer is, taking along a separator and milker and demonstrating it, will get the business in 1922. Customers won't come to you—you must go to them.

U. S. Grain Growers Organize Sales Company

The U. S. Grain Growers, Inc., have incorporated the United States Grain Growers Sales Co., a subsidiary organization which will operate in Chicago, Kansas City, Omaha, Indianapolis and Minneapolis markets. More than 110,000,000 bushels of grain will be marketed each year by the selling company on the present membership basis, it is stated.

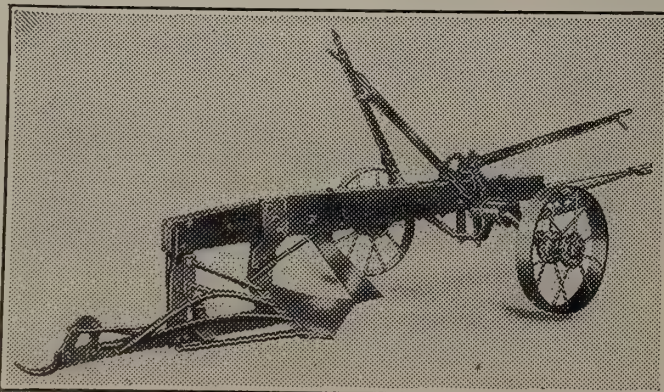
THE VAN SLYKE BREAKING PLOW

20-Inch For Horse or Tractor Haulage

Made in the West for Western Farmers

A strong, powerful plow that will break the toughest virgin soil though covered with stumps and brush. Will handle soil too heavy for any other kind of plow.

NOT a grubbing plow—it turns a flat, unbroken furrow, completely burying all trash. It sells at a much lower price this year, although improved in design from the 1921 model.



Has Held the Lead for 10 Years

Built strong but light in draft. Does perfect work in either brush or prairie. Wide carriage gives even operation; unequalled for side-hill plowing.

A 10 to 15 H. P. on the drawbar tractor will handle it nicely, or when arranged for horse haulage gives the farmer a dual purpose plow. Write us today for complete details.

Always in Demand. Over 1500 in Use

A Money-Maker for Agents—Secure Particulars of the Low Priced 1922 Model

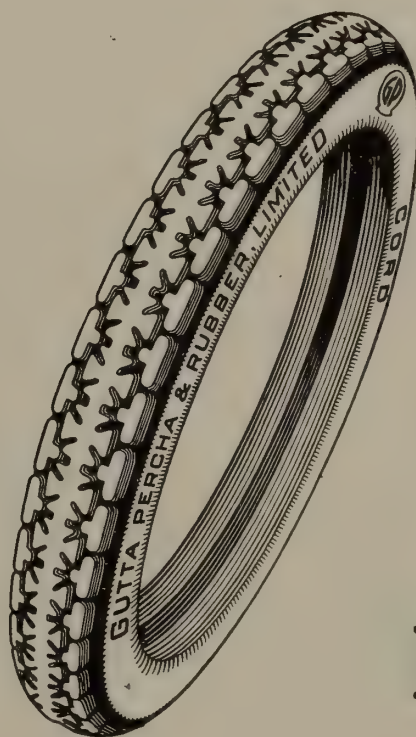
THE EDMONTON IRON WORKS, Ltd., EDMONTON, Alta.

“Where is the Best Garage?”

How often that question is asked when a stranger wants to be directed to a RELIABLE Garage to buy a tire. If a Garage sells “Gutta Percha” tires, it will be classed as a “best” Garage, because

“GUTTA PERCHA” TIRES

have won and are maintaining a reputation for high quality, long mileage and service that places them at the top of the list. “Good” Garages handle good goods. “Gutta Perchas” are first favorites with motorists. Keep an assortment—you will be asked for them.



**CORD
and
FABRIC**

“Quality all Through”

Gutta Percha & Rubber, Limited

Head Office and Factory: Toronto, Ont.

Branches in Leading Cities of Canada

The Position of the Local Dealer By a Sales Manager

Never before in the history of the implement business of Western Canada has the old saying, "The survival of the fittest," been more applicable than at the present time. The number of local implement dealers who have fallen by the wayside, together with those who may drop out in the near future if they continue their present methods of doing business, will make up a considerable percentage in the aggregate.

Many dealers feel that they have been made the victims of circumstances over which they have no control, and for which they were in no way responsible. In this we think they are wrong. In many cases they were primarily responsible for the "buyer's strike." In many cases they oversold the farmer whose buying

power or basis of credit was limited. Many agents forced sales of inferior goods on farmers, who wished to buy the best regardless of price, but were persuaded to buy what the agent recommended simply because the inferior article carried a wider margin of profit to the dealer.

What we want particularly now is to find out why so many dealers are trying to shirk the responsibility of meeting conditions for which they are in part at least responsible. Regardless of conditions on the farms, there are many farmers who are prepared to change the methods of farming if offered a little advice and persuasion. The farmer has probably awakened to the fact that diversified farming is the salvation of the country, sooner than the local dealer, although the latter probably is just as vitally interested, and maybe more so than the farmer.

The Matter of Settlement

The general excuse advanced by the dealer for not carrying even samples of goods for which he has made sale contracts, is that he has all the money out now that he proposes to put out, and that unless the farmers pay cash, no further sales will be made or further credit granted. Here is an example of how far reaching this kind of business has become:

A sales representative, while at a local agency in Manitoba, made the sale of a cream separator to a good farmer of the district on the basis of one-fourth cash, and balance in payments of equal amounts every three months. He took the order to the local

dealer, accompanying the order with the farmer's financial report. The dealer turned it down stating he would prefer to wait until the farmer could pay all cash—in other words he passed up, first, making a fair profit for himself; second making a future cash customer of the farmer who wanted to go into dairy farming. In addition, possibly most of all he passed up the effect that it was going to have on this farmer customer who would conclude that he had better go on as he had been going, as he would be unable to change his method of farming because of lack of cash.

This, in the face of the fact that practically every Company selling farm implements or dairy machinery today, are willing to assist the agent to finance the farmer for 1922, would seem to account to a great degree, for the dealer's present situation and his lack of "morale" in-so-far as new business is concerned.

The Position of the Dealer

It would seem, from what the dealers are repeating in every letter, that if their position is as bad as claimed, that in making future sales, even on a credit basis, they have everything to gain and nothing to lose. The basis of settlement from the farmer can be made the basis of settlement to the Company from the dealer, then why the dealer should be satisfied with "no bread instead of a half loaf" remains a mystery.

The implement and dairy equipment companies, as a whole, have found it necessary to reduce general representation. During the past the local dealer has depended upon the representative to do a considerable amount of his local selling. Many dealers have done this to such an extent that they did not familiarize themselves with the goods they sold, and are now at a loss how to intelligently approach a customer and sell him something they have advertised as handling for a number of years. In other words, if the implement dealer of today is going to stay in business, he must take advantage of every opportunity in the way of advertising sales

helps, acquaint himself with the goods he is handling, use the Company he represents in every way possible, or 1922 sales will not justify the expense of maintaining expensive agency organizations.

It stands to reason that at times like the present, business cannot be developed in our agricultural areas by a policy of "watchful waiting." If the dealer wants business he must go after it. Is it to be assumed that we have not in the West today the type of dealer who in past years went out and did good business in the face of as great difficulties as obtain this spring? Surely not. The business is there, and the dealer who goes after it, and who carries on his operations on the proper basis, will have no cause for complaint. Pep, push and perspiration will do a whole lot to secure satisfactory volume in the retail implement store.

Brewsaugh Visited Winnipeg

R. C. Brewsaugh, associate sales manager of Allis-Chalmers Manfg. Co., Milwaukee, recently spent a few days in Winnipeg investigating the future outlook for tractor trade in the Canadian West. Mr. Brewsaugh reports a great improvement in conditions in the United States, especially in Texas and Oklahoma. He anticipates that as the season advances satisfactory tractor business will develop.

The Allis-Chalmers factories are operating steadily on a restricted schedule, and have maintained their stocks to meet the demand. With their immense production facilities they are in a position to commence mass production whenever the demand necessitates an increase in the output of their tractors. Mr. Brewsaugh is favorably impressed with the trade possibilities of the West.

Truck Corporation Shows Profit

The annual report of the International Motor Truck Corp. of New York City, for the year 1921, was issued recently. In spite of a large depreciation on materials, the company shows a modest net profit on 1921 operations. The balance sheet reflects the excellent financial condition of the company, with current quick assets of \$18,53,686.29, and current liabilities of \$1,275,668.04. Cash, notes and accounts receivable are \$2,264,061.09 in excess of last year, and inventories have been reduced \$5,913,265.07 during the year.

PUMPS AND Clothes Reels

Made in the best equipped factory in Canada.

We make and handle pumps for all kinds of work.

We also install hydro-pneumatic Farm Water systems.



SUCCESSORS TO

The Riesberry Pump Co.
(Established 1882)

WRITE FOR DEALERS' PRICES

North-West Pump Co.

T. N. WILLIAMSON W. J. MERRELL
Phone 607

19-6th Street Brandon, Man.



Display a Sample

MAX

OIL WAGON TANK

To call attention to the new low prices and you will find it a great help in closing sales.

EVERY OIL USER

in your district is a prospective purchaser of some Oil carrying or storing equipment.

MAX

UNDERGROUND STORAGE SYSTEMS
OIL WAGON TANKS
OIL BARRELS

are built to meet this demand.

Western Steel Products Limited

WINNIPEG
Man.

REGINA
Sask.

CALGARY
Alta.

EDMONTON
Alta.



**Magneto
Repairing**

Send it to us. It's
our Specialty

Official Representative

Norma Ball Bearings, Bosch, Dixie, Splittorf, Berling, K-W., Kingston, Simons-Webster, Wizzard, Eisemann and Teagle Magnetos.

Special discounts to the Trade.
Representatives of the famous Exide Battery—the Giant that lives in a Box. Some good points open for Service Stations.

MAGNETO SERVICE STATION Ltd.
14th Ave. and Broad St., REGINA, SASK.



Reputation

From a single small shop in 1842, to a mammoth plant of 80 acres floor space in 1922. This is the measure of our 80 years of growth.

How do you dealers in power farming machinery measure the value of a good name?

Go back to your first year in business and recall how your customers had to be won over to believe in your judgment of machinery; in the surety of your remaining in business, and finally to believe in you as a good dealer worthy of their patronage.

One of the biggest factors in the building of *your business* and the protection of your good name is the reputation of the product you sell.

Eighty years ago the founders of this Company started to build threshing machines in a small shop. They were inspired with the ideal of building better machines than farmers in those days could obtain elsewhere.

From this small beginning the J. I. Case Threshing Machine Company has grown to be the largest manufacturer of threshing machines in the world. Its products are known for their high standard of excellence in practically every farming community where modern machinery is used.

Through all these years of rich and varied experience the ideals to build well and serve well have never changed. The steady progress we have made has served to increase our faith in the idea that quality should be the first consideration in a product, and that fairness and honesty should characterize every transaction.

This is our reputation—a reputation we believe can be made to serve you in your business.

J. I. CASE THRESHING MACHINE COMPANY
Dept. S214 Racine Wisconsin

Factory Branches: Alberta—Calgary, Edmonton. Manitoba—Winnipeg, Brandon. Saskatchewan—Regina, Saskatoon. Ontario—Toronto.

NOTE: We want the public to know that our plows and harrows are NOT the Case plows and harrows made by the J. I. Case Plow Works Co.



CASE
TRADE MARKS REG. U.S. PAT. OFF. AND IN FOREIGN COUNTRIES.
POWER FARMING MACHINERY



Developing Spring Business

Reports from wholesale and distributing houses show a distinct improvement in demand for tractors and farm machinery. Especially noticeable is the flood of enquiries regarding machines and prices being received. The interest is there, and it only remains to develop it into sales.

The farmer has had much to say regarding tractor prices, but the recent reductions in this line should be an inducement that will develop tractor business, for the economy of tractor farming is conceded everywhere. Only the other day, at Washington, S. H. McCrory, chief of the U. S. Division of agricultural engineering, when questioned by members regarding farm machinery, said: "One of the principal advantages of the tractor over the horse is from the testimony of farmers, in the saving of time that it makes at critical seasons of the year. The information that we have received indicates that in plowing and preparing the land for crop there seems at present to be the greatest field for the tractor."

Volume in tractor business will not continue week after week purely on the basis of reduced prices. Price is but the controlling factor, and the number of farmers prepared to buy at a given price are small compared with the number who would and could buy if properly approached.

Under present manufacturing conditions tractors are at rock-bottom prices, and that fact should be kept before every prospect who for some reason delays his investment in a tractor.

Under present conditions systematic working of his territory is a good policy for the dealer. Too often we hear the complaint from distributors that dealers seem to have lain down on the job—that they are not trying to stimulate local demand as they might. In this issue a sales manager comments upon this feature, and we trust that the majority of dealers are demonstrating that if business cannot be secured it is not through lack of working their territories intensively developing every possible sale. The farmer has not bought his normal implement requirements for the past two years, and beyond new business there is a latent demand for replacement that exists—if only the customer is shown the futility and lack of economy of continuing to use worn-out or obsolete machinery.

Dealers of long experience have proven that the most successful way of canvassing business is to carry a sample of the goods if

possible. In this connection the motor truck is a valuable adjunct in the dealers business. Beyond this, at this season of the year, the dealer should set up machines from his new stock, circularize his prospects, advertise locally, and evolve some means of regularly bringing farmers to his store. Demonstrations of machines are a mighty profitable way of discovering something that your customers need. At this season the dealer can begin lining up prospects for cultivator business, and even for hay tools. If you can get the farmer into your store regularly, good results will generally be found to follow, but merely by sitting still and waiting for him to appear, little business is likely to result.

The times call for strenuous effort on the part of dealers, and with the improved tone which is evident now that spring is with us, no opportunity should be overlooked to find out what your customers need and to show them—and sell the goods.

Action is the great energizer in stimulating spring trade. Action and activity, plus personal contact with the farmer, will work wonders. Because a man has sold implements in the same town for years is no good reason why he should not get out into his territory after business. You may feel that your customers know you and your store, and that when

they are ready to buy you'll get their business. Are you sure of it? They are just as likely to go to the other dealer or to patronize the man who visits them occasionally and takes a live interest in their farm operations, stock, equipment and prospects. In any line today, be it selling implements or any other class of commodity, volume can only be attained by consistent effort intelligently applied, by going after the business and not by waiting for it to come to your door.

In the ultimate, if factory and branch house men are needed to help the dealer close business—and many dealers claim they don't require them—the added sales expense is a factor that will operate against the granting of better discounts or commissions to the retail dealer.

Use Window Space

In the retail implement business, show windows, when attractively trimmed, are the best advertisement the dealer can have. And if you pay them the attention that you do the other branches of your business, you certainly are in good company with these silent salesmen that can and will double your sales.

The difference between a tightwad and a nut is that you can crack a nut and make it shell out.

The Swing of The Pendulum

There is an economic law of gravity in regard to business which seems to work out fairly well. After a period of stagnation and cessation of buying we must see a resumption of demand for farm equipment. Reports from the factories and wholesalers show that business is improving steadily as evidenced by orders and enquiries. The farmer has held off buying as long as he could; he has come to the point where lack of proper equipment will mean loss in carrying on his 1922 operations. He is ready to buy in many cases—and the dealer should get busy.

The recent announcements of big cuts in the prices of tractors make it evident that many tractors have reached the lowest level they will probably reach this year. The manufacturers claim that the prices quoted are by no means justified by decreased manufacturing costs. They are selling below cost in an endeavor to meet the farmers' needs and to stimulate business. The price per pound weight of some tractors today is about on the basis of an ordinary stove. The producers cannot make money at such prices, but it would appear that they are trying to get volume so as to attain quantity production whereby lower production costs may be had.

Present prices should tend to stimulate the demand. The farmer must cut his costs of production, and farming with power is the only way to do so. Tractors and tractor implements show declines that should induce the farmer to invest in power.

The Production of Dairy Products

The dealer can no longer afford to overlook the importance in his territory of handling the most efficient and up to date dairy equipment and barn and stable equipment. Every line that will permit the farmer to produce dairy products more cheaply is a line that merits the close attention of the trade today. Whether it is cream separators, milkers, churns, water supply systems, litter and feed carriers, steel stalls, waterbowls, etc.—there directly lies a means of reducing the production cost of dairy products.

The man who is selling dairy products, who has a good herd is a better customer for the dealer, and a cash customer. As an example look at eastern Canada or any territory where mixed farming is in vogue. The west has had too long of the gamble that fol-

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS, VEHICLES, ENGINES, AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG.

WINNIPEG, CANADA

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ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, APRIL, 1922

lows straight grain production, to which in large measure is due the lean years we experience all too often when low production or low prices affects every unit in the farm equipment industry.

Dairy experts calculate that we have at hand means to reduce the cost of producing dairy products 20 to 30 per cent. Figures show that a reduction of even 20 per cent. in this cost in the three prairie provinces would mean a saving of \$9,636,000. This saving would mean much to agriculture.

The prairie provinces produced last year, dairy products to the value of fifty-six million dollars. The cost of production will constitute at least eighty-five per cent. of this figure which leaves a net profit of about eight and a half million. An increased net profit of over nine and a half million would be realized if the cost of production could be reduced even twenty per cent. To ex-

plain it in still another way a twenty-per-cent, reduction in cost of production would increase net returns by over one hundred per cent., or better than the equivalent of doubling the production under old methods.

In addition to this it will make dairying possible in areas where before it has been considered a line of agriculture which could not possibly develop in such territories.

Last year, in Saskatchewan, as an example, cattle show a larger increase than any other kind of live stock, the total of all kinds of cattle having reached 1,563,332, or an increase over 1920 of 339,270 head. It is interesting to note that among the various kinds of cattle, the greatest increase has taken place in number of milch cows, which have risen to 420,706 head, an increase of nearly 70,000 as compared with the previous year.

Business Changes—Personal Items

A. B. Cure has opened a harness business at Cardston.

E. B. Shantz is now operating a harness store at Didsbury.

The business of J. H. Roseborough, auto dealer at Birtle, is reported to be advertised for sale.

Baker Bros. are a new firm of implement dealers who recently opened for business in Brandon.

A. E. Stenberg has sold out his tractor and auto repair business at Sanford to W. B. Donovan.

Arthur Minall has commenced in the harness business at Shoal Lake.

The Harness Shop, Weyburn, changed its location in that town last month.

A change in ownership is reported in connection with the Pioneer Garage, at Yellow Grass.

The City Garage, Yorkton, suffered fire loss the latter part of March.

W. E. Hartry is the name of a new retail implement dealer who is operating at Waskada.

J. Dunney is reported to have sold out his automobile business at Milden to W. Dinner.

C. Leader has commenced in the farm machinery business at High River.

Ned Bentley has discontinued his automobile and garage business at West Summerland.

Boyd Bros. have opened a garage and auto repair business at Saskatoon.

L. Lawlor had a slight fire loss in his auto business at Kenton recently.

Cozart & Searle have commenced in the implement business at Cereal.

C. P. Snyder has sold out his implement business at Youngstown to F. A. Phillips.

J. W. Lunney is said to be considering closing out his harness business at Milden.

O. E. Tickner has moved his harness business from Turtleford to North Battleford.

Ramey Bros. have commenced in the automobile business at Humboldt.

McColl Bros., wholesale oil dealers have opened a branch at Prince Albert.

J. Plamondon has sold out his automobile business at Ste. Jean Baptiste to Asselin & Lambert.

W. G. Walter & Sons are reported to have discontinued their implement business at Hanley.

C. Torgerson recently suffered fire loss in his automobile business at Medicine Hat.

James Duncan, implement dealer at Melita, was a recent business visitor to Winnipeg.

W. Clarke has commenced in the implement and machinery business at Brandon.

Partnership is dissolved in the harness business of O. Sempf, at Dundurn.

Western Motor Sales Ltd., were recently incorporated at Saskatoon.

The equipment and stock of the Scott Garage at Outlook, has been sold to E. E. Stowell.

C. J. Markstad, implement and harness dealer at Elk Point, suffered loss by fire during March.

The Everett Mitchell Battery Service Station is a new concern now doing business at Prince Albert.

The Mechanical Motor Works at Victoria has been re-incorporated as a limited liability company according to a report.

The Gas Grain Pickler Co. has been incorporated at Regina while in the same city Hurley's Garage has been organized.

We regret to note that W. W. Hibbert, implement dealer at Cupar, suffered fire loss on his premises recently.

P. L. Woodhams has sold his implement and hardware business at Elbow to the Elbow Grain Growers' Association.

L. C. Elliott has taken over the implement business at Shellmouth formerly operated by C. J. McMillan.

Expansion has taken place in connection with the Pioneer Garage, Medicine Hat, new lines being added by the company.

Electrical Supplies Ltd. Watrous, have registered a change in name of the company to Electric Supplies Ltd.

Nuttall & Son, auto dealers and garage men at Emo, have dissolved partnership. Geo. Nuttall continues the business.

W. B. Cralock is stated to have commenced in the implement and tractor business at Portage la Prairie.

The Coronation Mercantile Co., Ltd. have discontinued their implement business and garage at Coronation.

J. W. Yackey is the name of a new implement and farm equipment dealer now operating at Killam.

LeLacheur & Beaton, auto and farm machinery dealers at Goodeve, are to dissolve partnership, according to a report.

J. A. Tate, who formerly had the International agency at Milestone, has moved to another town where he handles the same line.

W. A. Cameron and R. G. Rathwell have registered partnership in an implement business at Brandon.

John E. Glennie and John Rodger, implement dealers at MacDonald, have dissolved partnership in that town.

E. Roach, formerly of Winnipeg, has been appointed service manager of the Dominion Motors, Edmonton.

Claims on the estate of the late J. P. Hadley, harness dealer at Swift Current, are being filed with the Canadian Guarantee Trust Co., Swift Current.

The Imperial Motor and Machine Co. has been incorporated at Imperial to handle automobiles, tractors and farm machinery.

B. Baker, manager of the Canadian Tillsoil Motors Ltd., Winnipeg, recently returned from a business visit to New York.

He spent a few days in Regina the last week in March.

W. McLaughlin now has charge of the Deepdale Garage, Deepdale. In the same village F. Trickett is operating the oil and gasoline warehouse.

D. Drehmer, vice-president of the John Deere Plow Co., Winnipeg, recently spent a few weeks in U. S. territory, on a well earned vacation in Indiana.

H. F. Anderson, manager of the Anderson-Roe Co., Winnipeg, is now back at his desk after a stiff bout with influenza—a prevalent disease these days.

L. Jacques, manager of the Canadian Aspinwall Co., Guelph, Ont., announces that the Aspinwall line will be handled in Quebec by the P. T. Legare Co.

J. H. Gouin has sold out his garage and implement business at Howell to Klassen Bros. In the same town G. Giroux has sold out his tire and vulcanizing business.

We are glad to note that L. A. Cannon, the well known Winnipeg tractor man, is now around again after a severe illness which has kept him confined to his house since last November.

In Summerland, B. C., Nelson & Peckham, automobile dealers are succeeded by Bentley & Peckham, while Nesbit & Foster have moved their garage and automobile business to West Summerland.

J. W. Ackland, president and general manager of D. Ackland & Son, Ltd., Winnipeg, has been confined to his residence for some time. He has been in indifferent health of late and recently underwent a slight operation.

D. B. McLeod, sales manager of the John Deere Plow Co., Winnipeg, reports a great improvement in business with many enquiries from dealers and farmers and a good demand for tillage tools for spring delivery.

In a recent fire at Herbert J. F. Funk, harness dealer, and F. P. Sawatzky, implement dealer, suffered considerable fire loss on their buildings and stock. Mr. Sawatzky's loss was \$15,000, with about half covered by insurance.

The Chapin Co. Ltd., Calgary, as an accessory business only, are reported to be amalgamating with the Motor Car Supply Co. in that city, the combination to go under the title of the Motor Car Supply Co. of Canada Ltd.

F. E. Smith, implement dealer at Vonda, has sold out in that town to W. Kondra. In the same centre Jessup & Weatherhead, automobile dealers, have dissolved partnership, Mr. Jessup continuing.

L. W. Eystone & Son are reported to have discontinued their

implement business at Stettler. In the same town Fraser Bros. harness dealers have dissolved partnership, Alex Fraser continuing the business.

E. M. Voorhees, foreign sales manager of the Avery Company, of Peoria, Ill., was in Toronto recently on a visit to the R. A. Lister & Co., (of Canada) the distributors of the Avery tractors in Eastern Canada.

R. A. Lister & Co. (Canada) Ltd., Toronto, held a successful salesman's convention recently. Those attending included:

George A. Lister, president of the company; W. J. Ellis, vice-president and general manager; J. W. Jamieson, sales manager; and Messrs. Raymond, Greenwood, MacDonald, Humphrey, Angle, Thompson, Bowles and Drysdale.

Merrell & Greensides, implement dealers at Dauphin, have dissolved partnership and have discontinued the implement business formerly carried on under that name. All claims on the partnership are to be presented to Clarence E. Merrell.

H. T. Howe, International dealer at Three Hills, Alta., during the past four years has sold approximately sixty Titan tractors and threshers, and a good volume of engine plows, binders and other implements. He looks forward to favorable business this year.

We are glad to note that J. A. Tanner, manager of the Winnipeg branch of the International Harvester Co. of Canada is now back at his desk after being laid aside by illness for a few weeks. Mr. Tanner is undergoing treatment and says that he feels considerably improved in health.

N. A. Wiff, vice-president of the Minneapolis Threshing Machine Co., Hopkins, Minn. was a recent visitor to the Winnipeg branch of the company. He went into conditions with T. Roney, manager at Winnipeg, and with the manager of the Regina branch who came east to meet Mr. Wiff.

W. N. Robinson, manager of Robinson-Alamo, Winnipeg, has returned from a trip to Eastern Canada and the United States. He and his bride have taken up residence in Winnipeg. Mr. Robinson reports that trade conditions in Quebec and the Maritime provinces are improving.

G. C. Duffy, manager of the motor truck department of the International Harvester Co., Chicago, recently spent a day or two at the Winnipeg branch of the International organization. Mr. Duffy proceeded west visiting the branches of the company

throughout the western provinces.

D. N. Jamieson, manager of the R. A. Lister Co. (Canada) Ltd., recently returned from a visit to Edmonton, Calgary and Vancouver. Mr. Jamieson was laid up with influenza in Edmonton for a week but is now in his usual good health. He reports that in the meantime business at the coast is rather quiet but that prospects are good for dairy equipment in Alberta territory.

The British Columbia headquarters of the Canadian Holt Tractor Co. are now located at 608 Pacific Bldg., Vancouver. P. S. Saunders, formerly manager of the Calgary branch, now controls the Vancouver office. A recent commercial report stated that the company had been succeeded in Calgary by the Canada Foundry Co., but Mr. Saunders advises us that this is not the case.

The old established implement distributing business in Winnipeg, formerly carried on by William Eddie, has been sold out to the Leadlay Farm Implement Co., who will operate in the old stand at 175 Princess St., Winnipeg. S. Bissonnett, for many years assistant to Mr. Eddie will be manager for the new organization which will handle the full I. H. C. line and repairs, also Aspinwall potato machinery and Bull Dog grain cleaners.

At several western points the retail merchants are endeavoring to meet conditions by going upon the cash system. Three villages in Saskatchewan recently combined and sent out a notice to the farmers that they now operate on a cash basis. Firms affected were as follows: In Tuxford: A. Graham, garage; Tuxford Auto Service Garage. In Marquis: J. S. McLellan, harness N. D. Holmes, automobiles; D. Mahoney, implements; M. Griffin, implements; M. Crosby, garage and the local branch of the Imperial Oil Co. In Keeler: J. E. Langtry, hardware and implements; Phillips & Co., automobiles.

A New Tractor Disc

A tractor disk which has all three levers placed at the extreme front section so that these levers are easily handled by the tractor operator is the latest tractor implement offered by the Rock Island Plow Co., Rock Island, Ill. This arrangement does away with a second man to operate the disk, or the necessity of stopping the tractor so the operator can angle the disks. These features of design mean a great saving in time.

E. A. Mott Promoted

Brief mention was made in our last issue of the promotion of E. A. Mott to the important position of first vice-president and general manager of the Cockshutt Plow Company, Brantford, Ont. At a meeting of the directors on March 8th this appointment was made, and G. K. Wedlake appointed second vice-pres. and works manager.

Mr. Mott is one of the leading figures in the implement business in Western Canada, where he was formerly western general manager of the Cockshutt organization, with headquarters at Winnipeg. He has been associated with the company for some thirty-two years, starting as a junior clerk and afterwards as salesman. He was transferred to the Winnipeg office in 1892 when that branch was opened and he took over the management of this, the first Cockshutt branch in the West. He later organized the other western branches at Regina, Saskatoon, Calgary and Edmonton, all of which operated under his able supervision. The remarkable growth of the company's business in the Canadian West was, in large measure, due to his administrative ability, backed by an able corps of branch managers. In 1911 he was appointed a director of the company, and second vice-president in 1919. He returned to the head office at Brantford in 1920, occupying the position of vice-president and assistant general manager. In 1921 he was appointed treasurer of the company. His many friends in the trade throughout the West will learn with pleasure of his well merited promotion to the important position he now occupies.

A New Australian Tractor

An Australian inventor has perfected a rein-controlled tractor for farm work which is to all intents and purposes a mechanical horse and is driven from the seat of the farming implement drawn behind. At a recent practical demonstration given on a farm near Melbourne it was shown that the tractor, which is of the two-wheeled type and weighs 1½ ton, could handle a 7-ton load.

Timken to Open Canadian Factory

The Timken Roller Bearing Co., Canton, Ohio, has begun operations on the erecting of a plant at Walkerville, Ont. This Timken branch will provide a supply of Timken bearings for all of the Dominion.

The Timken organization now have long established and up to date plants manufacturing their complete bearings at Canton, Ohio; Columbus, Ohio; Birmingham, England; and Paris, France. They have their steel and tube mills at the home plant at Canton. The new location in Canada is a strategic distributing point.

National Farming Machinery Co. Close Plant

The National Farming Machinery Co., Montmagny, Quebec, has closed down its extensive plants after a period of depression in demand for the lines produced. This plant did a big business in munitions and supplies during the war, at one time employing 3000 men. Approximately \$5,000,000 has been invested in the enterprise, but it is stated that the production of too many machine lines was taken on, also that too much capital was tied up in fixed assets. An Eastern paper reported that the plants had been purchased by the International Harvester Co., but the Harvester organization states that they have never considered such a proposition.

New Editor For Harvester World

C. B. Clark has been appointed editor of the "Harvester World" the house organ of the International Harvester Company, Chicago, succeeding G. F. Whitsett, who resigned last month. Mr. Clark has had seventeen years experience with the Harvester organization mostly with branch houses, as cashier, block man, advertising man and in various other positions. His knowledge of both the wholesale and retail trade admirably befits him for editing the house organ of the company, which keeps the International dealers, branch houses and factory staffs in contact.

Dairy Farming Profitable

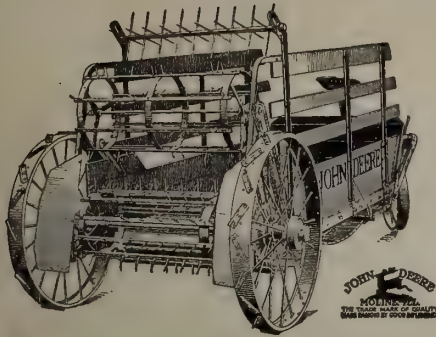
Year in and year out the dairy cow is a sure, safe and profitable proposition. The prices of dairy products fluctuate, to be sure, but not to such extremes as do most other farm crops. Those men who stick with dairy cows over a period of years are bound to come out ahead in the end, and the best part of all is that their soil is usually as good if not better in the end than when they started, instead of being exhausted as so often happens under one crop systems.

Ideas are like rivets; they should be driven home and clinched while hot.

JOHN DEERE STILL LEAD WITH BETTER FARM IMPLEMENTS

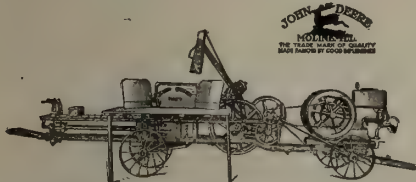
WITH NEW PRICE REDUCTIONS

AND NEW IMPROVEMENTS
THERE ARE NO VALUES LIKE
JOHN DEERE VALUES



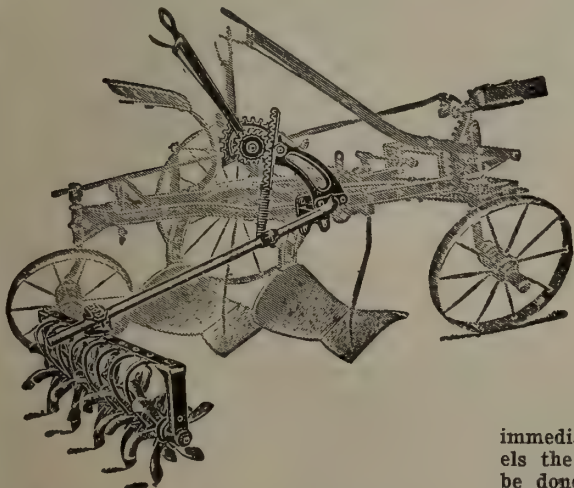
JOHN DEERE MANURE SPREADER WITH STRAW-SPREADING ATTACH^{MT}

No dealer needs to be reminded of the absolute need of this combination to intensive and profitable farming and what possibilities there are in pushing its sale till every farmer has one. It is the biggest factor in feeding the depleted soil and in preventing soil drifting. One man will easily put on or take off the straw-spreading attachment in 30 minutes. The beater is driven from the right hand rear wheel by means of sprockets and a heavy chain. A compression spring on the mounting arm relieves the starting strain and prevents breakage. Wind-shields keep the straw from blowing on a windy day.

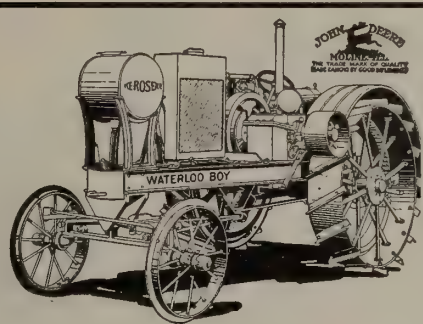


JOHN DEERE-DAIN HORSE AND MOTOR HAY PRESSES

The Deere-Dain two horse pull-power press is an all-steel, continuous travel, full-circle press. The plunger makes two strokes to each round of the team. Capacity—one-half to one-and-a-half tons an hour. Low step-over; not over seven inches. The motor Press with Eccentric Gears is a splendid investment for any man who bales his own hay and does custom work. Made in three sizes with capacity running from 1½ to 3 tons per hour. It will pay you to get special circular and prices of these hay presses.



KRAMER ROTARY HARROWS

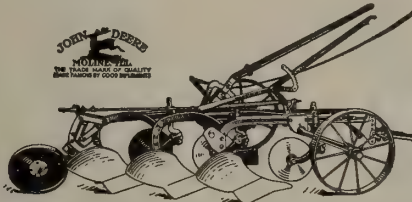


THE FAMOUS WATERLOO BOY KEROSENE TRACTOR

AND ITS MATE THE

JOHN DEERE NO 5 THREE-BOTTOM GANG PLOW

have taken a big plunge in price, but their sterling qualities have correspondingly increased. Many new improvements both in tractor and plow which we want you to know about. This is the ideal combination of power and plow that comes in at a price most any farmer can entertain, and that leaves you a handsome margin. You'll find few things in 1922 more easily handled or more worth while when you have sold them than a sale of the "Waterloo Boy" with its own John Deere Plow.



The Right Plow for the Right Tractor

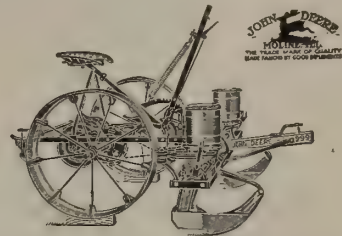
THE FAMOUS KRAMER ATTACHMENT

The Famous Kramer Attachment will fit any gang or sulky plow and makes a perfect job of pulverizing the soil immediately behind the plow. It cuts, crushes and levels the soil without extra labor and better than it can be done in any other way or at any other time. Very little extra draft to the horses and the saving in time and labor is enormous. Get to know all about this tool and have one on your floor without delay.



THE SPREADER WITH THE BEATER ON THE AXLE---SIMPLEST SPREADER BUILT

By mounting beater on the axle, clutches, chains, stub shafts and other cumbersome adjustments have been done away with. The rear wheels play the part the horses do on a horse power and the beater plays the part of the tumbling rod. Beater runs on roller bearings and the driving gears are extra strong and well protected by an oil-tight housing. Drive wheels are well back out of the way and this with exceptionally low box, makes the John Deere Spreader very easy to load. Uniform spreading—light draft. The rake is operated by the load moving towards the beater. It requires no driving power and actually lessens draft.



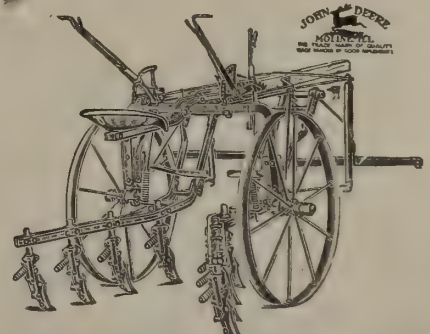
JOHN DEERE NO 999 CORN PLANTER

Its "counting out" method gives the same accuracy as if the kernels were counted and carefully planted by hand. Will plant thick or butt kernels without losing this high degree of accuracy. No springs in valve action. Valves do not scatter or clog. Even checking, regardless of team speed. Can be instantly changed for planting 2, 3, or 4 kernels per hill without stopping team or leaving seat.

JOHN DEERE CORN-CULTIVATOR

With the CORN CULTIVATOR illustrated below the corn crop is an assured success provided the seed is of undoubted germinating quality. You can use no finer corn crop tool than a John Deere "J. B." Cultivator—level lift, single or double row.

With this fine equipment cultivation can be started as soon as the corn is up.



JOHN DEERE CORN CULTIVATOR

JOHN DEERE PLOW COMPANY LTD.

Winnipeg Regina Saskatoon Calgary Edmonton Lethbridge

Bearings Service Company Open Western Canadian Branch

The Bearings Service Company, Detroit, Mich., have opened a Western Canadian branch at 327 St Mary's Ave., Winnipeg. Their branch for Eastern Canada is located at Toronto. W. L. Spain, formerly connected with the Chevrolet organization, and well known to the Western Automobile trade, has been appointed branch manager, at Winnipeg, where a full stock of the bearings handled will be carried.

This new branch of the Bearings Service organization, distributing Timken, Hyatt and New Departure anti-friction bearings, will be of the utmost service to dealers throughout the Western Provinces. These bearings are now standard equipment upon practically all tractors, cars and trucks in operation in the West. With 39,000 tractors operating west of the Lakes, and over 150,000 cars registered in Manitoba, Saskatchewan and Alberta, dealers now are assured prompt access to Timken, Hyatt and New Departure bearings for replacement use. Much over-hauling will be done this year and the replacement demand for bearings will be far heavier than in 1921. Not only for cars and tractors are anti-friction bearings required today.

They have been adapted to the construction of binders, mowers, threshing machines, disc harrows, windmills, etc., as a means of reducing draft and eliminating the problem of friction.

The Bearings Service company acts as the service department of the Timken Roller Bearing company and the New Departure Mfg. company. It was organized with the purpose of handling replacements of bearings in any type of automotive vehicle equipped with bearings manufactured by any one of these three big companies for which it is acting. The lines along which it is operating are unique in merchandising, and the character of its service is best illustrated by the rapid increase of its distributing points.

International Speed Trucks

E. C. Duffy, of the International Harvester truck sales department says that while the truck season in Canada is later in opening up the 1922 prospects for truck business in the Dominion are, if anything, brighter than in the States. Eastern branches of the company are especially energetic in the sale of the International speed truck, and the West is getting into action.

It is reported by the company that several thousand of their

dealers have already accepted the company's special offer to share in financing the purchase of an International speed truck. This truck is made up specially for the International dealer and it should prove a valuable assistant in getting the dealer business throughout his territory. With such a truck the dealer can take machines out through his district, visit the prospect in his own barnyard and sell him the goods. It greatly increases the dealer's ability to round-up business and give service to his customers.

Burd's Announce New Cycloidal Ring

The Burd Ring Sales Co., of Canada, 322 McIntyre Blk., Winnipeg, announce the new cycloidal quick-seating piston rings. This ring is stated to be the result of a cycloid pattern shape from which the ring casting is made. No hammering is necessary—the tension results from the shape of the pattern and special metal used. The tension is said to be cast into the metal so that the outer edges lap in more quickly and conform more nearly to the contour of the cylinder wall, whether used in new, reground or old cylinders, than any other type going. The new rings are made for practically every make and model of tractor, and truck, car and engine in standard sizes and oversizes varying from .005 inch to .045 inch over diameter.

Binder Twine Prices Mean Lower Outlay

Farmers who have been hit by the decline in the price of farm products should have no complaint at their twine outlay this season which will be lower than it has been for some years. The prices issued by the Brantford Cordage Co., Brantford, show a decline from 1921 prices averaging from 30 to 40 per cent, and less than half the prices issued for twine four years ago.

It has been pointed out by writers in publications devoted to the binder twine industry that at present cost prices of raw materials there is not sufficient margin to cover manufacturing costs and expenses of distribution. The Brantford Cordage Company state that at the time prices were announced in March, they had purchased raw materials on a favorable basis sufficient to cover practically their entire season's output, and they do not expect that it will be necessary for them to make any advance in their prices this year.

A Western Breaking Plow

The Edmonton Iron Works, Edmonton, Alta, report a good demand for their line of Van Slyke breaking plows which have proven very successful in western territory in meeting the demand for a strong and powerful plow for breaking up land which has never been cultivated, virgin sod abounding in roots, stumps and brush and land too heavy for the ordinary plow to handle.

The Van Slyke is stated by the makers to be the only plow of the kind on the market which produces a flat, unbroken furrow. The furrow is cut before it begins to lift owing to the flatness of the share and moldboard, making easy draft. The result in laying a flat furrow is assisted by the peculiar angle of the coulter as well as the action of the side fin cutting the roots. The 1922 model of this plow, adaptable for horse or tractor haulage, about 6 feet long and of 3/4 x 3 inch steel set on edge, the fin cutter slicing under the landside of furrow about 6 inches. The wheels are controlled by two levers, each independent, so that the plow can be set at any angle to cut any depth required from 4 to 10 inches.

When the Van Slyke plow is lifted to full height by the levers it has a clearance of 6 inches between the ground and share. By setting the carriage an 18 or 20 inch furrow can be cut at will.

Tire Business

It is stated there are 150,000 automobiles in operation in Manitoba, Saskatchewan and Alberta, which means that there is a replacement demand for tires that is of direct value to some dealers in practically every town and village. A large percentage of implement dealers have car agencies, and there is no good reason why the implement dealer should not carry a line of tires to meet the needs of his community. A little consideration will enable the dealer to size up the most popular type of car in his territory, which means the clue to the suitable types and sizes of tires he should stock. It is not necessary to carry a heavy stock, simply an adequate supply to meet a reasonable demand which can be developed by judicious display of the line, local advertising and letting the community know that you are in the tire business.

Some folks spend so many nickles that they never have a dollar.

A man in doubt is a predestined failure.

Gives You Exclusive Selling Advantages.

The Empire-Toronto is a profitable separator to sell. It possesses exclusive features which present important selling advantages. It is built to give satisfaction to your customers and has features which ensure long life and freedom from trouble.

These facts are important. Consider them carefully. The Empire-Toronto is "The Separator with the Million Dollar Bowl" highly perfected, self-balancing, self-centering. Its parts are few and simple. All discs interchangeable. Skims closer.

There are some desirable territories still open. Get particulars without delay.

Spring is here, bringing pump business. Get this business more profitably, with Toronto Pumps. Write for our special dealer proposition immediately.

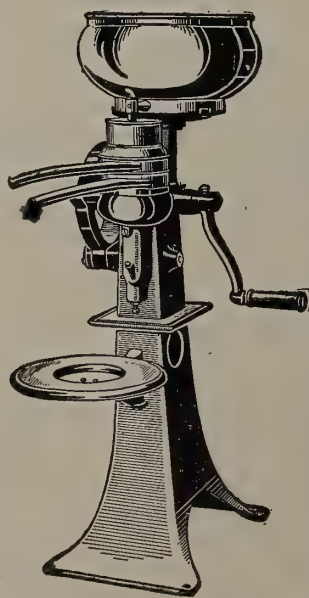
Ontario Wind Engine & Pump Co.

(Western Branch) Ltd.

Winnipeg Regina Calgary

Eastern Offices: Toronto and Montreal

EMPIRE



TORONTO

ONTARIO WIND ENGINE & PUMP CO. LIMITED

The Owner of 23 Twin City Tractors Says:



"Prior to the purchase of our first 12-20 TWIN CITY tractor, we had experimented with several different makes of motive power and had arrived at the point of skepticism—where we would believe nothing until the fact had been demonstrated.

"Frankly, the writer tried to 'break' his first 12-20 TWIN hitching behind it, in spring plowing, a 10-foot tandem disc and 10-foot cultipacker—a load drawbar pull of approximately 17 H. P.—and on a tractor rated at 12 H. P.

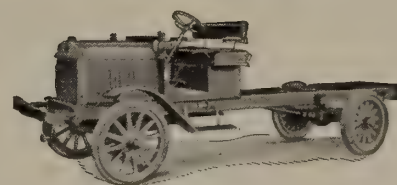
"Our rush season, during the pea harvest, demands an implement of stability—one which will pass the crux of mechanical stress with 'flying colors'. This tractor can, and will do it—finishing a season of hard work

in condition requiring minimum mechanical attention. Our repairs this season have been nil—we are rather proud of it."

Rochelle Canneries, Inc.
Ralph Brown, Vice-Pres.

Can an owner say more? And he backed it up with four repeat orders—23 tractors.

Write today for catalogs and complete facts regarding the 1922 TWIN CITY line, prices, contract, discounts, advertising and sales helps.



Twin City Trucks—2-ton and 3½ Ton. Both sizes may be equipped with dump, stake, farm or express bodies.



Twin City All-Steel Threshers are made in four sizes: 22-42, 28-48, 32-52 and 36-60.

**MINNEAPOLIS STEEL & MACHINERY CO.
OF CANADA LTD.**

WINNIPEG, MAN.

REGINA, SASK.

CALGARY, ALTA.

TWIN CITY
TRACTORS TRUCKS

The Motor Truck Pays the Dealer

In connection with calling upon his prospects the implement dealer will find that the modern motor truck is a valuable assistant in more ways than one. It enables him to greatly reduce his time between visits, while it offers a great opportunity of showing the customer seasonable machines. In going out through his territory the dealer can load up his truck with samples, such as binder twine, cream separators, fanning mills, feed grinders, stationary engines, washing machines, etc. The advantages of showing the customer how the machine operates, its constructional features and efficiency, right in his barn or home, is not to be overlooked. Many a cream separator or washer has been sold on the kitchen floor of a farm house, and many will yet be sold by this method of bringing the demonstration to the home of the prospect.

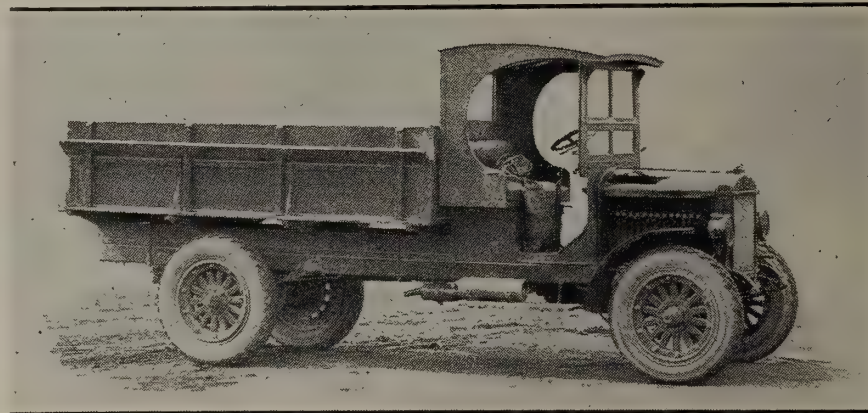
Beyond the fact that the lighter lines of equipment can be taken over the sales territory, the dealer can load some of his specialty lines into the truck and very often can develop enough "catch trade" to make his trip a profitable one from an immediate financial standpoint.

It is assumed that the dealer who owns a motor truck will have a truck agency. Granted that, the fact that he uses his truck when canvassing is an excellent means of seeking out and developing the dormant demand for trucks in his sales field. In both town and territory truck prospects may exist, and a motor truck is not a thing that can be readily sold from an illustration and list of specifications. His truck is a moving advertisement, a ready means of giving prompt service, and a movable demonstration floor for many of the lines which the dealer handles. In one territory in the United States, while a dealer sat last fall and wondered where the stove and kitchen range business had gone to, an enterprising salesman was out through his territory with samples on a motor truck and unloaded forty ranges on that dealer's customers. The motor truck, wherever used by the dealer, has been the greatest helper he can have in giving prompt and efficient service—and a service that can be made practically self-supporting through the business that can be developed. Every time you visit a farmer you have an opportunity to make an inventory of his equipment and to size up his present and future requirements. You have first-hand knowledge of his value as a prospect

for certain lines such as you can never get by merely asking him regarding his equipment when he visits your place of business. As a helper in connection with his business the motor truck is an investment that nets the modern implement dealer handsome returns.

Weed and Stubble Burners in Demand

Enquiries from dealers and farmers show that the latter are exhibiting a live interest in equipment for the burning-off of weeds and stubble. Few machines of this type have been manufactured in the Canadian West, and a recent type placed on the market is the "Flaming Dragon," manufactured by Colthorp & Scott,



The Dealer's Motor Truck Helps Canvassing and Demonstration.

Dominion Bank Bldg., Medicine Hat, Alta. The makers claim that their machine is meeting with general favor wherever it is used.

The Western farmer has for many years been asking for a machine or instrument which would effectively burn weed or stubble land and give a good seed bed without the need of disturbing or loosening the soil so that it is exposed to the drying influences of the climate. When stubble and weeds are burned off the weeds from the previous year's germination and growth are almost entirely destroyed. Cut-worms and other insect pests are destroyed by the burning off process in spring, as the eggs which lie dormant through the winter are burned so that the worm cannot develop.

Further, burning over in early spring is stated to conserve the moisture as the weeds and stubble, when left standing, remove available moisture by capillary action. Soil drifting is also said to be prevented by the burning off process, and it is claimed that a crop seeded immediately on burned off soil that has previously been in a good state of cultivation invariably gives a better yield than any field spring or fall plowed. The burning off meth-

od is claimed to be a powerful auxiliary in the combatting of drought. The deposit of ash over the soil has a fertilizing influence as the destruction of humus material is more than offset by the deposit of the ash, and the prevention of weed and insect growth.

Machine Uses Straw

The machine sold by Colthorp and Scott uses straw as fuel in contrast to other stubble burners which generally have used gasoline or oil for fuel. The economy in using straw as fuel is self-evident.

The burning width of the machine is adjustable from about 10 to 15 feet and the work done depends upon the quality of fuel used and the condition of the field for burning. From tests

made with the "Flaming Dragon" burner, the manufacturers estimate that a ton of straw will give a flame sheet to treat four to eight acres. Better runs of flame can be had by operating with the wind, so that in one test about 500 lbs. of straw actually burned off some 15 acres of weeds.

The machine is hitched behind a wagon or straw rack, the straw being fed into a fuel chute. The fuel feed is operated from the wheels of the burner, feeding into the firebox, which is 1½x2x6 feet, of heavy sheet metal. A forced draft fan operates from the left drive wheel, as the whole machine travels on four wheels, 24x2 in front and 30x2½ in the rear. The fuel is fed into the hopper at the end of the fuel chute and is carried into the firebox by the feeder forks attached to a chain drive. The total weight of this interesting machine is 925 pounds, for the size that will burn off an eleven-foot strip.

Prison Twine Prices

The North Dakota state prison twine prices for 1922 have been announced by the board of administration showing a decline of 3½ cents, in line with the prices of the Minnesota prison plant. Standard is quoted at 9¼ cents against

13¼ cents last year; manila 11¼ cents against 16¼ cents. A discount of 25 per cent for carload lots is offered.

Win More Medals

At the Dumfriesshire and Kirkcudbrightshire Plowing Association's Annual International Tournament for the Championship of Great Britain, held on January 7th, 1922, at Dumfries, Scotland the Case 10-18 tractor was awarded first prize and Gold Medal, as well as second prize and Silver Medal. There were nine other tractors entered in the trials.

The following points were taken into consideration by the judges: 1. Area to be plowed in a given time. 2. Quality of work done. 3. Weight of machine on land. 4. Men in attendance (Cost). 5. Fuel consumption. 6. Oil consumption. 7. Ease of transport. 8. Simplicity of design and strength. 9. Accessibility and facility of repair. 10. Ease of handling at work and on headland.

That the British farmer is intensely interested in power farming, is shown by the fact that there were 1465 persons who paid for admittance to the trials. The Case Branch at 134 King Street, Hammersmith, London, reports the demonstration disclosed many tractor prospects.

U. S. Taking Census of Implement Production

The census for the year 1921, covering the manufacture and sale of agricultural implements, vehicles and other farm operating equipment, will be taken by the U. S. Bureau of Census of the Department of Commerce. The questionnaire submitted to U. S. manufacturers calls for the following information:

1, number of machines manufactured; 2, total value of production; 3, number of machines sold in the United States; 4, value of domestic sales; 5, number of machines sold for export; 6, value of foreign sales.

Detailed information by styles and sizes will be grouped under the following general classifications:

1, tractors and tractor engines, including steam traction engines; 2, plows and listers; 3, tillage implements; 4, planting machinery; 5, cultivating machinery; 6, hay machinery; 7, harvesting machinery; 8, machines for preparing crops for market or use; 9, horse drawn vehicles, including buggies and light spring vehicles; 10, all other items.

A Million Prospects Overnight

Our recently announced tractor and twine price reductions, coupled with the remarkable free plow offer, good up to May 1st, has uncovered our McCormick-Deering Dealers a vast number of live prospects. These can be closed at once if you can get to them rapidly.

See the Blockman
or Telephone
Your Branch House



Painted Red

Dealer's International Speed Truck

will help you reach these newly discovered tractor, twine and machine prospects in record time. This is an opportunity to secure a high class hauling and delivery unit at an exceptionally low price. The offer is limited strictly to our dealers and closes in the near future.

This year tractors and other farm equipment are not going to be sold to any extent in the dealer's store. Right out on the farm is where most deals will be closed and every McCormick-Deering dealer should have one of these "Red Service Trucks" to help him get the business.

Attractively painted in red and lettered with the dealer's name and business, it is an outfit that awakens the buying spirit and stamps the dealer as farm machine headquarters in his community.

Time is a big element and the Red Truck will enable the dealer to see more customers and do more business during the Spring rush. Samples of engines, cream separators and other farm machines can be taken to the farm door in this Red Truck and demonstrated. It's just like taking your sample room to the farmer. Never go out empty. Go out loaded every working day. Don't forget this truck is especially adapted to carrying twine. Some dealers take out twine and make twine sales pay the canvassing expense.

The Harvester Company fully realizes that the dealer is the backbone of sales and service in the implement business. In 1921 the dealers problems were many, varied and in some cases almost insurmountable. In the last 30 days we have had many indications that the tide has turned—that there is acute need for new farm equipment in almost all sections. The dealers who have made an earnest effort to get out on the farms and canvass have been rewarded. The company is doing everything possible to assist its dealers, and to bring conditions back to normal.



INTERNATIONAL HARVESTER COMPANY
OF CANADA LTD.
HAMILTON CANADA

WESTERN BRANCHES — BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA.,
ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.
EASTERN BRANCHES — HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST. JOHN, N. B.



Kroyer Motors Move Plant

Kroyer Motors Company, manufacturers of the Wizard 4-Pull tractor, who formerly had their factories at Stockton, Cal., have moved their plant to Los Angeles Harbor, San Pedro, where they will enter production in the wards of the Los Angeles Shipbuilding and Drydock Corporation.

The shipbuilding company, located on an excellent harbor, during the war expanded their equipment so that they had capacity for building six 11,000-ton steel freighters at a time. To do this they expanded their machine shops in proportion. During the war period they built some 35 steel cargo ships for the U. S. Government, employing at one time over 12,000 men.

When the war ceased the local requirements for ship construction called for only about one-third of their plant and shop facilities. The company looked around for other products to handle with their existing machine shop equipment. At Stockton the Kroyer Motors Co. were looking for new premises and arrangements was made for the transference of the tractor plant to Los Angeles Harbor.

The head of the Kroyer Motors Co., is J. M. Kroyer, a tractor

man of over 30 years experience, who is credited with one of the most successful American tractors every built—namely the Samson tractor—which he later sold out to the General Motors Company. Mr. Kroyer conceived the idea of a four wheel drive tractor having shoes on each wheel at such angles as would secure the best of traction under all soil conditions; the shortest known turning radius; the greatest ease of operation and the utmost dependability by a quality of construc-

parts exposed being the wheels and fan. All moving parts run in oil and a geared starter is provided. Bosch ignition is used and Timken bearings are standard equipment on this tractor.

Commercial Failure In Canada

That the rise in the commercial mortality during 1921 was not confined to the United States, is evidenced by the insolvency returns for the Dominion of Canada. The later record also discloses a



INTERIOR
VIEW OF
KROYER
PLANT

tion throughout which would insure exceptionally long service with a minimum of repairs. He secured basic patents on his wheels and after exhaustive tests during some two years, commenced the manufacture and sale of this tractor which he called the Wizard 4-Pull and which is not only adapted to general purposes, but also for road building, logging, general industrial use and particularly effective for breaking virgin ground.

It is claimed that the Wizard motor, when doing its normal work, has 35 per cent of its power in reserve for extra heavy duty. The parts of the tractor are over-size—and the whole design is staunch and powerful. No oil or grease cups are used—it is automatically lubricated throughout. The working parts of the Wizard are absolutely enclosed—the only

very material increase in both number of failures and amount of liabilities, the 2,451 defaults of the past year involving the unusually heavy indebtedness of \$73,299,111. The previous largest number of insolvencies was in 1915, when the total was 2,661.

General Motors Adds Another Unit to Line

General Motors of Canada Ltd., Oshawa, Ont., have organized the Oakland Motor Car Co. of Canada as a subsidiary of their company. Operations on the Oakland Six will commence early this month at the Oshawa plants, which according to R. S. McLaughlin, president are now turning out more cars per day than at any time since their inception. Large orders are already on file for the new Oakland Six for export shipments.

The officers of the new organization are: R. S. McLaughlin, president; G. W. McLaughlin, vice-president; M. L. Prensky, treasurer; T. S. Merrill, secretary; R. D. Kerby has been temporarily appointed as sales-manager, to perfect a sales service organization.

Power Utility of the Lighting Plant

The time has arrived when dealers should emphasise the power advantages of farm home electrical systems. Too much stress has been put on the mere lighting feature of these plants. By demonstrating power advantages such as the operation of cream separators, milking machines, washing machines, and other operations usually classed as farm drudgery, the dealer in lighting plants is able to interest the entire family in the use of electric light and power outfits.

Sunflowers as Ensilage

An Albert farmer gives details of how he grew sunflowers during 1921. Fourteen acres had been sown, seven pounds of seed to the acre being used in an ordinary machine drill, plugged so that the rows were 30 inches apart. The cost of the seed was \$10 for each one hundred pounds. When in the fourth leaf there was a frost of 4 degrees which did not hurt them in the slightest. One cultivation was all that appeared necessary. The crop was harvested first week in Sept. when from 10 to 14 ft. high and about two-thirds in bloom. A corn binder was used and no difficulty was experienced except in a few places of exceptional height. The binder handled up to 10 feet nicely. The 14 acres produced 214 loads, and with this 23 large loads of clean oat straw was run through the cutting box and mixed so as to absorb most of the surplus juices.

Ford Production

On February 1st, the Ford Motor Co. of Canada went on a 44-hour week at full machine capacity taking as a scheduled output for the month of 400 cars and trucks. In February 1921 slightly over 3000 cars were manufactured. If the present rate of production is maintained, the 1921 output of 42,349 cars from the Canadian plant should be exceeded.

It is economy to see that your carburetor is properly adjusted.

Better wait a minute at the crossing than forever at the cemetery.



"VESSOT" FEED GRINDERS Stock them and Rejoice in a Well- Trodden Profit Path to Your Store

CONSISTENTLY advertised, Dominion recognized VESSOT FEED GRINDERS AND GRINDING PLATES will keep your cash receipts high.

Made in nine sizes — there is the right model for every farm and feed mill need.

Stock them to-day — profit right away.

Write the nearest branch of THE INTERNATIONAL HARVESTER CO. OF CANADA—for full particulars and prices.

S. VESSOT & COMPANY
Inventors and Manufacturers
JOLIETTE --- QUE.
Over 35 Years of Success



Give Your Customers Service on Magneto Repairs and Replacements

Make your service complete in this line. We handle all makes and look after your interests. We carry a complete stock of new magnetos and repair parts for same.

Satisfaction guaranteed. Prompt service.

Write for our catalog and dealers' terms.

Acme Magneto & Electrical Co., Ltd.
Winnipeg and Regina

The Dealer's Success Is Our Success

THE DEALER is the "backbone" of the tractor industry. We believe in the dealer.

Twenty-one years' tractor building experience has taught Hart-Parr Company that unless the dealer makes money the factory cannot be permanently successful.

The Hart-Parr contract is extremely liberal, and allows the dealer enough territory so that he can get volume of business.

Solid As a Rock

Hart-Parr tractors 15 to 19 years old, still at work, lend prestige to the Hart-Parr dealer. Our long experience enables us to build a tractor that pays a maximum profit on the investment both to the farmer and the dealer.

You will always find Hart-Parr Company and their dealers "top of the heap," because the organization is founded on principles solid as a rock.

*We have a real proposition for real red-blooded men.
Shall we send you particulars?*

HART-PARR COMPANY

Founders of the Tractor Industry

477 Lawler Street

Charles City, Iowa

—Distributed in Canada by—

Hart-Parr Company, Branch, Regina, Sask.

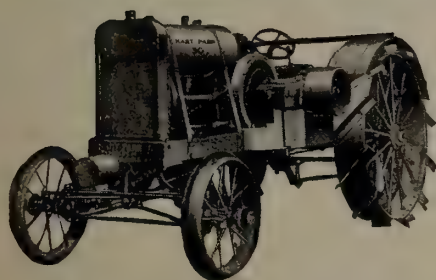
United Engines and Threshers Ltd., Calgary, Alta.

Saskatchewan Grain Growers Ass'n., Regina, Sask.

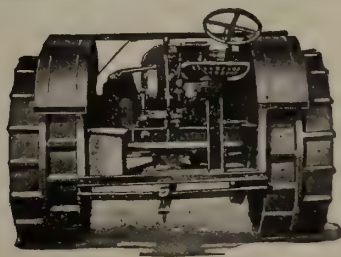
The John Goodison Thresher Co. Ltd., Sarnia, Ont.



Many of the old Hart-Parrs that plowed the virgin prairies of the Northwest are still in use today. The great grand-daddy of all Tractors was old Hart-Parr No. 1, built in 1901.



The Famous Hart-Parr "30"



Hart-Parr
Road Maintenance Tractor



The New Hart-Parr "20"

Sales Features in the Storage Battery

When the car owner buys a storage battery, while he may not be quite clear as to what type of battery is going to give him greatest satisfaction, what he wants is a battery that will give him longest possible life for the amount invested. On this basis the Breen Motor Co., Winnipeg, are offering to dealers and car owners the Philadelphia Diamond Grid Storage Battery, which is made in several types to fit any make of car. This battery is built up on three basic, patented features, found only in this make.

The Breen Motor Co. state that the Diamond Grid plate is stronger than the ordinary plate, and for this reason gives great resistance to internal strain and exceptionally long service. The quarter-sawn hardwood separator, another feature of this battery, is so cut that it leaves alter-

nate strips of resinous and porous wood in between each plate. The resinous wood will not decay, and will last as long as the plates themselves, while the porous strips allow perfect circulation of the electrolyte. In the Philadelphia Diamond Grid Battery another constructional feature is the Philco retainer—a slotted sheet of hard rubber placed on both sides of the positive plates, preventing the active material from shedding off the plates. This greatly lengthens the life of the battery, and is a patented feature of the Philadelphia line.

Plates and separators are the vitally important things in a storage battery, and the Breen Motor Co. state that during the past six years their experience with the Philadelphia Storage Battery is such that they consider it the highest grade battery on the market today. The company handle several lines of batteries and can meet the needs of the dealer in connection with any make.

A Self-Oiling Windmill

The Aermotor Company, Chicago, have been manufacturing their line of windmills for more than a quarter of a century, and have steadily aimed at the production of a mill that would run in the lightest winds. They have developed and are now selling their new auto-oiled Aermotor, a windmill in which every working part is constantly and completely oiled.

The gears of this mill are enclosed in a case and run in oil. The case is stated to hold enough oil to keep every bearing flooded with oil for a year or more. The oil is kept in circulation by the gears and flows through every bearing in a steady stream so long as the wind wheel revolves. The work of pumping is equally divided between the two pairs of gears, which are cut with mathematical accuracy. The shaft of one gear goes into the sleeve of the other so that the load is perfectly balanced. Each gear is

stated to take its exact half of the load.

The main shaft has three bab-bitt metal bearings of ample design, all of which are flooded with oil so that friction and wear are almost entirely eliminated. A galvanized steel helmet covers the gear case and makes it rain and dust-proof. The manufacturers say that two quarts of oil will keep every bearing and the gears of the Aermotor flooded with oil for a year or over.

It is stated by the Aermotor Co. that their 8-foot mill is large enough for pumping from an ordinary well to supply household purposes, and to water 150 to 200 head of stock. With deep wells where much water is needed for irrigation or ranches and a more powerful mill is needed they supply their mills in 10, 12, 14 or 16-foot sizes. For their product the company claim that the Aermotor is the lightest running mill on the market. Four-post towers, strongly braced and girted every six feet, are supplied in 33, 40, 47, 53, 60, 67, 73, and 80 feet heights and stub towers of various heights are made. The company issue complete descriptive literature of their auto-oiled Aermotor, which can be had by interested dealers on request. They are open to consider distributing arrangements for their line in Western Canadian territory. In addition to windmills they manufacture storage tanks, tank towers, stock tanks, pumps, cylinders, woodsaws, and gasoline pumping engines.

Louden's Appoint Western Distributors

A change in the distribution for the Loudon Machinery Co., Guelph, Ont., and Fairfield, Iowa, has been made, insofar as Manitoba, Saskatchewan and Alberta, is concerned. The Winnipeg branch of this well known company has been closed, and sales taken over by Alberta Dairy Supplies Ltd., of Edmonton and Winnipeg.

The Winnipeg manager for the Alberta Dairy Supplies Ltd., is H. S. Creighton, with offices at

805 Erin Street. W. R. Mills, former Winnipeg Loudon Manager, has been transferred back to Guelph where he will be doing special work in connection with the Factory Equipment Dept. The management of the Guelph plant is under the joint control of D. T. Baltzer, and W. S. Simpson.

The Alberta Dairy Supplies Ltd., are well equipped to represent the Loudon Machinery Co., in Western Canada. They handle a complete line of dairy machinery equipment and supplies of all kinds including stable equipment, cream separators, milking machines, cheese factory, creamery equipment, silos, etc.

Overseas Implement News

The Austin light weight tractor is now priced at \$1500 f. o. b. works at Birmingham, England.

Phipps & Son, Chippenham, England, now list their 2-furrow tractor plows at \$182.50 and their 9-tooth tractor cultivator is \$170.

Ruston-Hornsby gasoline-kerosene skidded engines are being sold as follows: 2 b. h. p., \$260; 3 b. h. p., \$285; 5 b. h. p., \$430 and the 7 b. h. p. at \$550.

The International Harvester Co. of Great Britain, London, have reduced prices on their complete line of tillage machines.

During the past year the five factories in Australia producing tractors, turned out a total of 92 machines valued at \$280,750.

The Fordson tractor is now \$600 delivered to points in Great Britain from the factory in that country.

The importation of British implements and machinery by France last year declined to almost nothing owing to the adverse exchange rate.

Representatives of the Ford organization have purchased a site at Southampton for the erection of a motor factory to cost \$2,500,000.

Prominent in the Farm Machinery Salon, an exhibition being held in Paris, are displays by the Johnston Harvester Co., International Harvester Co., Massey-Harris Co., and R. A. Lister & Co. Ltd.

A firm in London are now selling a packer-pulverizer which is called the "Roll Pack". Of tandem design this packer is very similar to the well known Dunham "culti-packer," as used in the United States and Canada.

The "International" potato-digger is now being marketed in Britain by the International organization in that country. This digger is of the usual American type, with elevator and agitator, and is hauled by two horses.

How is Your Stock of Bill Heads and Letter Heads?

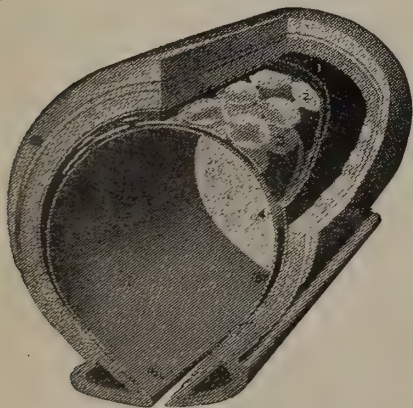
Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. Ltd.
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

DEALERS: A Good Proposition

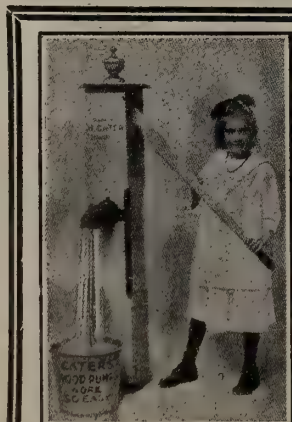


Arrange to Sell ARMORED INNER TIRES

Guaranteed Absolute Protection from all Blowouts and Punctures. Write for prices and discounts.

Armored Tire & Rubber Co.
of Canada

216 Bannatyne Ave., Winnipeg.



Mr. DEALER

The Farmers are asking for
CATER'S PUMPS

His goods are the standard, and prices are right.

BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

Crossley Bros. Ltd., Manchester, England, announce a new oil burning engine in sizes from 3 to 7½ B. H. P. (Kerosene) and 4 to 8 B. H. P. (gasoline). This engine is tank cooled, with throttle governor and magneto ignition.

Wallace (Glasgow) Ltd., Glasgow, Scotland, are listing Oliver No. 78 three-furrowed plows at \$250, and Roderick Lean, seven-foot disc harrows at \$200. The Lean tractor disc, 8 foot size; is selling in Scotland at \$250.

W. N. Nicholson & Sons, Newark-on-Trent, England, have on the market a special under carriage for transporting drag harrows. Stub axles and cross beams allow the lifting wheels and axles to be set below the harrows in just a few minutes.

Bawdens Plow Works, South Molton, have developed a quadrant type of draw-bar attachment for tractors to permit straight finishing of furrows when turning in restricted space. The attachment also permits cutting one furrow uphill and two down, altering the draft line as necessary.

On account of exchange conditions, British manufacturers are very unfavorably placed to compete with continental production of implements at the present time. It is stated, however, that despite this condition American manufacturers are concentrating upon trade in Continental Europe and despite exchange conditions aim to meet French, Italian and German manufacturers upon level terms.

Tractor trials will take place at some point in Scotland next October. The classification so far adjusted, as reported by "The Implement and Machinery Review." London, is as follows: Class 1—Tractors not to exceed 4480 lbs. Class 2—Plows and cultivators or combinations of cultivators and harrows. Class 3—Implements adapted for small farms, fruit growers and market gardeners. Entries must be made by July 10th. Not more than two tractors of the same type or make will be accepted for entry.

Binders which in Great Britain just failed to reach \$500 when prices were at the peak, are now listed at from \$372 for an 8-foot machine to \$340 for a 5-foot size. Mowers were \$250 and an eight-foot mower is now listed at \$200, other sizes running to as low as \$150. Self-raking reapers have been reduced by 33 per cent. Plows and plow parts have fallen 10 to 15 per cent. Cultivators and harrows are down 10 per cent. from 1921 quotations. The price of binder twine to the farmer

in Great Britain has been set at \$344 per long ton, or say 15 1/3 cents per pound. The new prices remain in force until next October.

According to the "Implement and Machinery Review", the immediate requirements of British users of tractors is in the direction of types possessing greater simplicity. Our contemporary condemns the present tendency towards cheap productions, and states that the British farmer must be prepared to pay for quality construction and dependability. According to this trade authority, in Britain the manufacturers of farm equipment show no tendency to extend production—and are employing their time in concentrating upon new and

improved designs. Manufacturers are passing onto the purchaser all reductions made possible by lower overhead charges and drops in material and labor values. A few of the price comparisons for 1921-22 are given herein:

The Exchange Value of Tractors

The Hart-Parr Co., Charles City, Iowa, recently published an interesting chart showing the cost of a Hart-Parr "30" tractor in terms of its exchange value for farm crops in 1922 as compared with 1913.

On the basis of value of early every staple crop in the United States and Canada the tractor is cheaper today than it was before

the war. To have bought the tractor in 1913 would have required 2072 bu. of corn in 1913 and 2029 of 1921 corn. With other farm production the comparison is as follows: Wheat, 1423 bu. in 1913, 800 in 1921; oats, 3453 and 3174 bu.; barley, 2103 and 1900 bu.; rye, 2033 and 918.5 bu.; hay, 82 and 53.5 T.; cotton, 20.5 and 16.7 bales; hogs, 78.5 and 81 200-lb. animals; cattle, 16,238 and 15,909 lb.; potatoes, 2023 and 825 bu.; rice, 32,134 and 33,900 lbs.; butter, 4281 and 3169 lbs.; eggs, 178 and 133 cases.

They tell us not to strike a man when he's down, but sometimes a good, swift kick, properly placed, is a god-send.

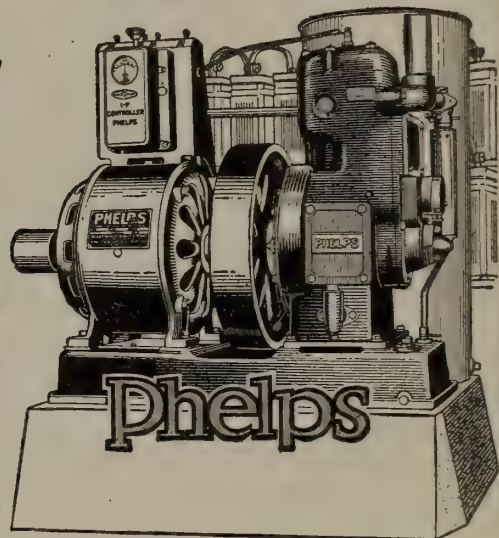
An Exceptional Sales Opportunity

The LISTER-Phelps

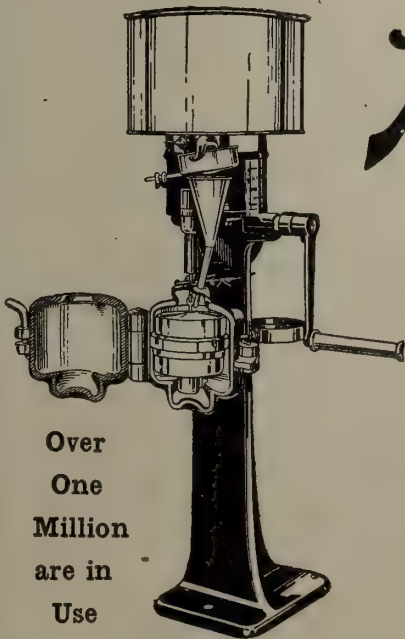
FARM ELECTRIC PLANTS

1000 and 1500 Watts Capacity

A plant in two sizes that meets all competition, not only in price but in quality construction, simplicity and dependability. Lister-Phelps Light and Power Plants have a guaranteed capacity of 50 and 75 Lights without battery. No switchboards; simple control box is only 4x7 inches. A lever starts or stops motor, cutting out battery and giving 3½ h. p.



to the power pulley. Four-cycle engine operates perfectly on gasoline, kerosene or distillate. Economical to operate; compact and vibrationless. Lights the home and barns and gives guaranteed 3½ h. p. for operating the line shaft or any machinery up to power capacity. Get our prices and attractive sales proposition to dealers.



Over
One
Million
are in
Use

Melotte Cream Separators

12 Sizes: — 280 to 1,300 lbs.

Our Sales Plan Assures Business

There is a big year ahead for Melotte dealers. Are we represented in your territory? The Melotte self-balancing, frictionless bowl has never been equalled. Melotte reputation for close skimming and durability makes selling easy, and we have a size to suit every demand.

Exchange Allowance on Old Machines

This sales feature will help Melotte dealers develop sales where they never thought it possible. A graduated allowance is made on all types of old separators taken in exchange. Complete details of allowances will be sent you on request. Easy terms arranged where desired. Send us your prospect list, and we will help you make record separator sales this season.

Sell Lister Lines—Multiply Your Sales

"Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister Premier" Separators, Milkers, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps Pump Jacks, Pumping Outfits, etc.

R. A. LISTER & CO. (Canada) LTD.

Winnipeg, Man.

Toronto, Ont.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

W. A. W., Sask.—For repairs for "Superior" grain drills, see reply to E. & B.

W. D., Alta.—Repairs for the Chat-ham fanning mill are stocked by the Gray-Campbell Co., Moose Jaw, Sask.

F. H. B., Sask.—The Belcher tractor hitch is distributed by F. P. Belcher, 240 Grain Exchange Bldg., Winnipeg.

H. A., Man.—Repairs for the "Waterloo Boy" gasoline engine can be had from the nearest branch of the John Deere Plow Co., Ltd.

N. W., Man.—Repairs for the Madison-Kipp lubricator can be had from the J. I. Case Threshing Machine Co., Winnipeg.

F. J. T., Alta.—You get prices on Democrats by addressing the Calgary branch of the Cockshutt Plow Company Ltd.

H. L. C. Sask.—Part for the Maw-Hancock disc plow can be had from the Stover Engine & Manfg. Co., Brandon, Man.

B. & M., Alta.—Repairs for the "Keystone" grain drill can be had from the nearest branch of the International Harvester Co.

S. C., Alta.—Repairs for the "Ideal" drill can be had only from the makers, the Beaver Dam Manfg. Co., Beaver Dam, Wis.

Y. Bros., Alta.—Parts for the ignition system of a Manitoba engine can still be had by addressing Manitoba Engines Ltd., Brandon, Man.

J. W., Sask.—Parts for the "Kentucky" light drill may be had from nearest branch, International Harvester Co.

G. U., Alta.—Parts for Noxon Implements can be had only from R. Martens & Co., Inc., 7 Hanover St., New York City.

F. W. B., Sask.—Burs for the "Diamond" feed grinder may be had from the makers, the New Winona Manfg. Co., Winona, Minn.

H. J. L., Sask.—Clutch for drill, part 272RND, is for a drill made by the Roderick Lean Mfg. Co., Mansfield, Ohio. Write the factory direct for part.

B. Bros., Sask.—Parts for the Nilson tractor can be obtained from the Happy Farmer Tractor Co., Ltd. 82 McPhillips St., Winnipeg.

L. H. G., Alta.—The "Climax" harrow cart is made by the Bateman-Wilkinson Co. Toronto, from whom repairs can be had.

T. C. Sask.—"Brantford" vehicles are handled by the Cockshutt Plow Co., Regina. "McLaughlin" vehicles are handled by F. N. McDonald, 156 Princess St., Winnipeg.

C. & S., Alta.—Repairs for the Stover feed grinder can be had from the Stover Engine & Manfg. Company, Brandon, Man, distributors of the Stover line in Western Canada.

F. B., Sask.—Repairs for the Peoria grain drill are not carried in Western Canada. For quick delivery address the manufacturers, the Peoria Drill & Seeder Co., Peoria, Ill.

G. H., Sask.—The "Keystone" potato planter is made by the A. J. Platt Co., Sterling, Ill. No repairs are carried in Western Canada. Address the manufacturer direct.

LeL & G., Sask.—Parts for the "Hamilton" brush breaker may be had

from the nearest branch of the International Harvester Company.

P. L. McN., Sask.—Plates for the 10-inch feed grinder formerly made by the Manitoba Windmill and Pump Co., also thrust ball and block, can be had by addressing Manitoba Engines Limited, Brandon.

I. M. M., B. C.—We regret that we cannot identify the make of walking plow with 5x on landslide. Can you forward us some other distinguishing marks on this plow and we may be able to locate the supply source.

S. & T., Man.—Grinder with 12-inch plate marked R52 is for a machine formerly made by the Manitoba Engine & Pump Co. This part can be had from Manitoba Engines Ltd., Brandon, Man.

H. N. M., Sask.—Disc harrow with boxing B607 seems like a Moline type but this number is not a boxing of the Moline disc. The old Bradley disc had a boxing of this number, which is now supplied by Sears-Roebuck, Chicago, Ill.

D. McC., Sask.—Repairs for the "Foss-ton" fanning mill can be had from any branch of the John Deere Plow Co. Judson parts are carried by the Manitoba Jobbing Co., 921 Main St., Winnipeg.

J. A. M., Man.—Parts for "Kentucky" drills can be had from the International Harvester Co. Repairs for the "Cyclone" disc harrow can be had only from the makers, B. F. Avery & Sons, Louisville, Ky.

D. A. S., Man.—Do you mean that "Diamond" is the trade name of the drag harrow, or the type of harrow? Harrows of this trade name are manufactured by the International Harvester Co., (P&O) and Roderick Lean Manfg. Co., Mansfield, Ohio.

E. & W., Alta.—Repairs for the "Kentucky" drill can be had from the nearest branch house of the International Harvester Company. Address the Edmonton branch giving requirements K. R. 2-45 is a shoe plate for the Kentucky press drill.

H. B. H. & Son, Sask.—The correct name of the firm you refer to was the Wortman & Ward Manfg. Co. This company have been out of business for some years. You can get plates for the grinder by addressing Beatty Bros. Ltd., Winnipeg.

J. H., Alta.—Repairs for Sattley plows can be had from Thos. Williams, the Racine Implement Co., Racine, Wis. The "Defiance" plow is made by the La Crosse Plow Co., La Crosse, Wis., Wilkinson walking plows can be had only from the Bateman-Wilkinson Plow Co., Toronto.

J. K., Sask.—The Massey-Harris Company, Toronto, advise us that they have a small assorted stocks of parts for the 4½ H. P. "Olds" engine at their Western branches, and a large stock in Toronto. If you cannot get parts from the nearest branch, address the Toronto offices.

T. & N., Sask.—There is no journal published in Canada known as the "Harness and Leather Journal." You may refer to the "Canadian Harness and Shoe Repair Journal," which is published at 32 Richmond St. West Toronto, Ont. Your enquiry has been forwarded to this publication.

S. Bros., Alta.—We regret that we cannot locate the repair source for a cream separator known as the "Favorite". Does any subscriber know where this separator is manufactured? We suggest that you send in the part, or parts to the Swedish Separator Co., Winnipeg, who may be able to supply replacement to suit.

A. S. H., Sask.—We believe that disc harrow boxings D49L belongs to a Cockshutt disc, but if so, the part should be DD49L. An old style Kingman disc had the same boxing numbers. If not a Cockshutt disc, write the Martin & Kennedy Co., Kansas City, who carry parts of the Kingman line which is no longer manufactured.

J. G., Alta.—We regret we cannot trace the maker of a pump jack with

part J20. Can any reader identify this jack? You can get double-gear heavy pump jacks with pulley wheels between gears from R. A. Lister Co., Winnipeg; Ontario Wind Engine & Pump Co., Calgary; or the Hudson Manfg. Co., Minneapolis, Minn.

H. D. S., Sask.—The following firms handle or manufacture weed and stubble burners: The Agricultural Supply Co., 920 Union Bank Bldg., Winnipeg, who distribute an oil fuel machine. Colthorp & Scott, Dominion Bank Bldg., Medicine Hat, Alta., produce a stubble and weed burner, using straw as fuel, the price of machine being about \$250.

T. H. S., Sask.—For information on stubble burners, see reply to H. D. S.

J. W. Co., Man.—Parts for the 20th Century Kemp manure spreader are handled by the International Harvester Co. in the United States. No repairs are carried in Canada. Write the Chicago office. If for any other make of Kemp spreader, write the manufacturer, the N. J. Kemp Co., Batavia, N. Y.

E. & B., Sask.—You may be able to get plates for the Paris feed grinder from the Tudhope-Anderson Co., Orillia, Ont. This grinder is no longer being made and the above is the only possible source for parts. Repairs for the "Kentucky" drill can be had from the nearest branch of the International Harvester Company. Repairs for the "Superior" grain drill, certain types may be had from the Hart-Parr Co. of Canada, Winnipeg; for all types from the Oliver Chilled Plow Works, 613 Washington Ave., Minneapolis.

A New Type of Tractor Wheel

The Traction Wheel Corporation of America, 82 Wall Street, New York, was recently organized to manufacture and sell the Coe Tractor Wheel. J. C. Truesdell is vice president and general manager of the company. The design of this wheel, which is shown on this page shows a type of wheel which seems to be able to develop traction without the weight ratio heretofore considered necessary.

Under certain soil conditions lugs fill up until traction becomes a matter of the coefficient of sliding friction, and this depends upon the weight borne by the wheels. As will be seen the Coe wheel is of open type, lattice design, and is claimed to be self cleaning. It is simple, light, strong and should be cheaply manufactured. This wheel would seem to solve the problem of positive traction in many ways, and it is claimed to meet the requirements of every locality whatever the soil conditions. It has been tested in every variety of conditions from Western Canada to the south of Florida.

Instead of depending on grousers, lugs or spikes to obtain traction the Coe wheel sinks into the soil to sufficient depth to prevent slippage and side slip. It can be driven over highways without injury to the road. Its design permits easy adaptability to varying conditions: sharp spade lugs for hard baked ground, cross lugs for sand, caulks for ice, extra

width for swamp work, and wherever there is a bottom the Coe will find it, get a toe hold and pull out.

The all steel trussed arch construction with the cast steel hub insure maximum strength with minimum weight. Because of the fact that the wheel is not dependent upon grousers, spikes or studs for traction with the consequent necessity for sufficient



The Coe Tractor Wheel

weight to force the wheel into the ground, it is said to be possible to make this wheel approximately 50% lighter with a consequent saving in gasoline consumption.

One of the principal claims made for the Coe Wheel is that it will not pack the soil. There has been an insistent demand by the farmers for a wheel that gives positive traction and at the same time cannot pack the soil. The Coe Wheel has exactly the opposite effect. Instead of packing the soil, it has a tendency to displace the soil, and the open spaces in the tread effectually prevent the wheel from filling up, thus eliminating slippage. The saving in weight and the positive traction result in considerable added power at the draw-bar. It can be adapted to binders, and all heavy machines with equal success. If the Coe wheel will do what the inventors claim, it will be welcomed by tractor manufacturers, for the heavier type tractors labor under a great handicap. Weight costs money if built into the machine, yet traction on all the standard type wheels depends absolutely on weight. It is made in standard sizes adaptable to Fordson, Samson and other types of tractors.

Farmers Benefit by Advanced Prices

Advances in the prices of farm products within the period of Dec. 1, 1921, to Mar. 1, 1922, has placed approximately \$1,087,908, 69¢ of new wealth in the hands of the farmers of the United States.

Manufacturers-Distributors-Wholesalers

*Stimulate Spring Business by Keeping
Your Lines before the Dealers*

Build Business by Consistent Advertising in

*Proven Reader
Confidence
and
Reader
Preference*

**CANADIAN
FARM IMPLEMENTS**

Western Canada's only Implement and Tractor Trade Journal

*Reaches Tractor and
Farm Equipment
Dealers in Canada's
Greatest Sales
Territory*

TODAY, when the tide is turning and farmers are purchasing implements, the dealer can prove invaluable to you in turning interest into sales. Commence your 1922 trade advertising NOW.

¶ The advertiser who has a widespread and efficient dealer organization—with adequate local stocks will benefit by the dealer co-operation that will build volume.

¶ Keep your product before practically every tractor and farm machinery dealer in Western Canada by concentrating your trade advertising in Canadian Farm Implements. Maintain your reputation for progressiveness in selling.

¶ Advertising in Canadian Farm Implements reaches an exclusive trade field. Every unit of circulation pays. You cater to the dealer's convenience, save his time and keep your lines before the trade effectively and economically. You help the dealer balance rival claims. When your salesman calls, your advertising has paved his way. It saves the time of both dealer and salesman—and you reach the very best type of dealer.

¶ We are back to *real merchandising*—to a question of *turnover* and *profits*. Back the quality of your goods by reaching the best men to sell your products. Lower your sales costs by using our pages.

Our Subscribers sell Equipment to over 300,000 Farmers

They Handle:

Tractors
Tractor Implements
Threshers
Tillage Implements
Stationary Engines
Electric Lighting Plants
Cream Separators
Milking Machines
Barn Equipment
Washing Machines
Pumping Equipment
Water Supply Systems
Harness
Hardware Lines
Implement Specialties
Haying Machinery
Harvesting Machinery
Vehicles and Sleighs
Wagons and Trucks
Automobiles
Auto Accessories
Motor Trucks
Fuel Oils, Machine
Oils, Greases, etc.

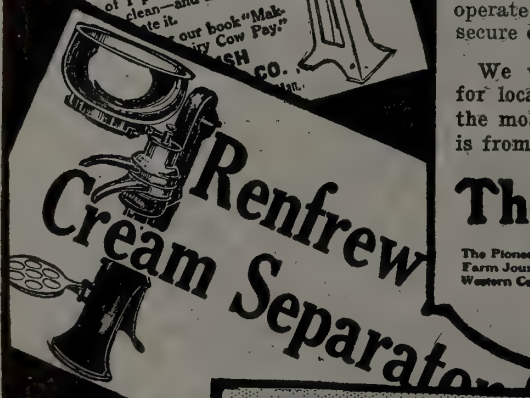
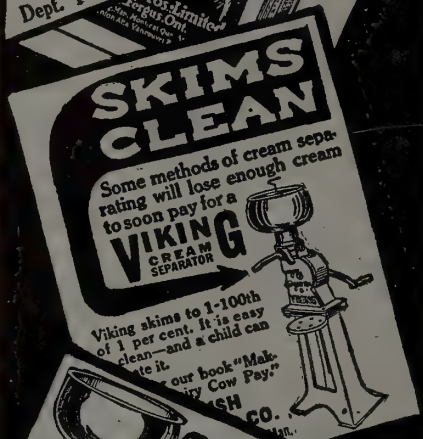
The Co-operation and Sales Efficiency of our Readers can assist you develop Bigger Business.

Advertising Rates and Distribution of Circulation sent upon request

PEERLESS FENCES
Stand Every Test

Melotte

Money Saving Equipment



Judicious Expenditure is true economy. Doing without labor and money-saving equipment is a "penny wise and pound foolish policy." Thousands of farmers in Western Canada who have not a dollar to spare for anything unnecessary are able and ready to invest in equipment that will prove an immediately profitable investment.

Cream Separators, barn equipment and fencing all yield quick returns when properly applied and in every district there are many farmers who could purchase these lines to advantage this spring. Prices are low, quality has been maintained and the goods illustrated here have been widely advertised to the best farmers in Western Canada through The Nor-West Farmer which reaches 78,000 families.

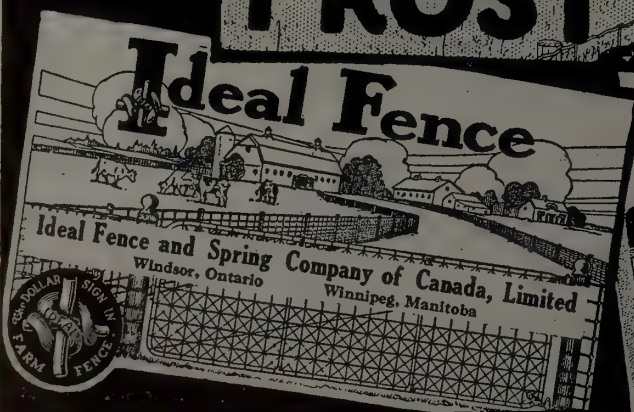
Right Now is the time to take advantage of this advertising and co-operate with the manufacturer to secure every possible sale.

We will undertake to supply cuts for local advertising but suggest that the most efficient way to secure these is from the manufacturer direct.

The Nor-West Farmer
The Pioneer Farm Journal of Western Canada
Winnipeg



FROST FENCE



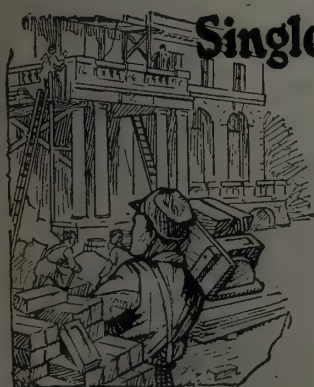
LOUDEN BARN PLANS

CANADIAN FARM IMPLEMENTS

VOL. XVIII., No. 5

WINNIPEG, CANADA, MAY, 1922

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 Cents



Single Bricks Build Mansions

A fortune is built up by the same method. One by one, your dollars are placed in the savings account until in time they, too, build a home.

One dollar will open a savings account for you with the Union Bank. One dollar saved is worth a hundred wasted.

919

Copy of our booklet "One Dollar Weekly" sent on request.

UNION BANK OF CANADA

Head Office - WINNIPEG

What is Your Business Worth if You are Burned Out To-Night?

Years of work and worry—turned into a heap of smouldering ashes. How would fire loss find you? Could you rebuild, restock, and face the future with confidence? Could you commence anew, uncrippled by your loss?

If you carry no Fire Insurance on your Home, Store and Stock, act NOW. Our Policies give Hardware and Implement Dealers absolute protection at ONE-HALF the Board Companies rates. Our Hardware Companies have paid 50% dividend on their policies for over fourteen years. Write us for full information.

ASSETS OVER \$4,000,000.00.

NET CASH SURPLUS OVER \$2,000,000.00.

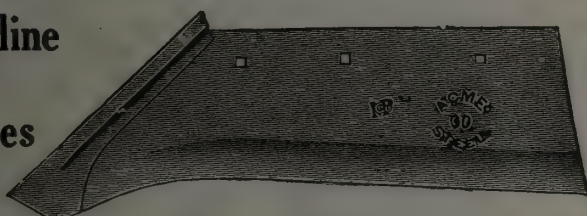
THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager.

802 Confederation Life Building, Winnipeg.

Genuine Moline "ACME" Plow Shares

The original soft centre share.



Repairs for "Monitor" Drills, Moline Plows and

Moline Disc Harrows—Mandt Wagons and Farm Trucks—National and Mandt Manure Spreaders—Moline Universal Tractors—Moline Engine Gangs—Adriance Binders, Mowers and Rakes.

ALSO REPAIRS FOR:

Janesville Plows, Disc Harrows, etc.

SEND US YOUR REPAIR ORDERS

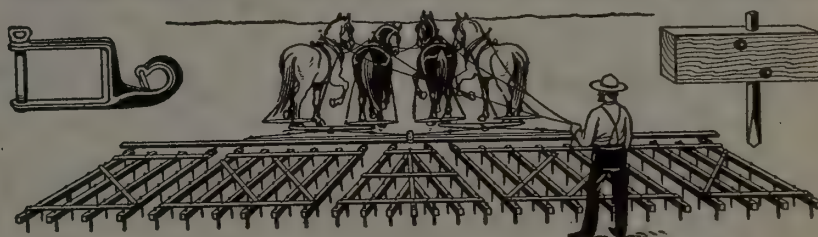
WRITE FOR PRICES ON

Gilson Engines, Cream Separators, Silos and Ensilage Cutters.

John Watson Mfg. Co.

311 CHAMBERS ST., WINNIPEG, Man.

Sell WATSON'S HARROWS



WATSON'S BOSS WOOD HARROWS

Sizes:—14 Ft., 17 Ft., 24 Ft., 30 Ft. and 38 Ft.

Made of seasoned hardwood. Each tooth securely set with two rivets. Have malleable draw clevis. Correctly designed and have exclusive features that assure sales. No harrow is "just as good" as Watson's. There is but one "Watson" Harrow, and we make it.

WATSON'S All-Steel Diamond Harrows. Two weights, 35 and 51 lbs. per section. Interchangeable on any diamond harrow draw bar. A splendid implement for cultivating around growing grain. Write for prices.

Oldsmobile

dealers

have the full

co-operation of a successful selling organization.

write to

BREEN MOTOR COMPANY LIMITED

WINNIPEG - MANITOBA

REGRET!

The Great-West Life Assurance Company is daily paying out large sums of money to Policyholders whose contracts have matured. The profits added to the originally stipulated sum are so surprising to the many that scores of letters are received expressing regret that the writers had not taken insurance many times more than the amount they did.

Not surprising at all—the Company's watch words are "Service to Policyholders"—meaning rigid economy, advantageous investments and careful selection of risks.

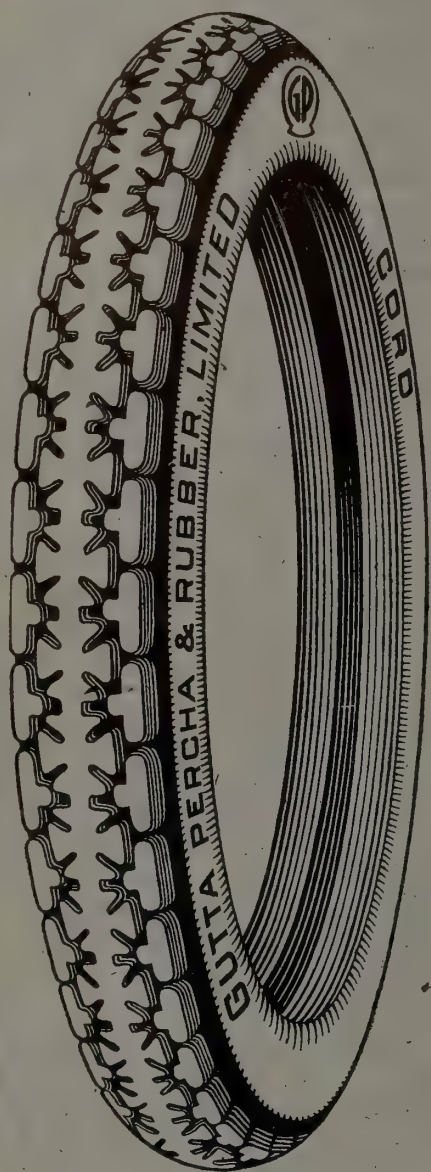
The moral is, if a policyholder increase the amount of your insurance, if not, write the Company and let them explain their many attractive plans.

Write, Giving Date of Birth to

The GREAT-WEST LIFE ASSURANCE Co.

Dept. "P.16"

Head Office : : : WINNIPEG



**CORD
and
FABRIC**

Tires it Pays to Sell

The popularity and reputation for satisfaction and dependability enjoyed by these exceptional tires, makes them ideal for the Garage Man to sell. When you put them on they begin to advertise your good judgment and bring good-will to your business.

“GUTTA PERCHA” TIRES

Will continue to boost your service for mile after mile as they run along the road. Eventually they bring their new owner back to you for more Gutta Percha Tires and sales of other goods. They build good-will.

“Quality all Through”

Gutta Percha & Rubber, Limited

Head Office and Factory: Toronto, Ont.

Branches in all Leading Cities of Canada

CRESCENT PLOW SHARES

Assure Dealers a Big Demand and Quick Turn-over

Over
1500
Patterns



Regular Style. Bolted and Fitted Plow Share.
Perfect in Fit. Best in Quality.

Over
1500
Patterns



Crescent Engine Gang Shares. Fitted and Bolted.
Unequalled for Power Outfits.

Manufactured by the



Reverse Side of Regular Style Share. Note the Wide
REINFORCED POINT and WELD.

Lay in a Stock. Ask Ackland's for Latest Lists and Prices

There is a "Crescent" Share to Meet the Need of Every Farmer

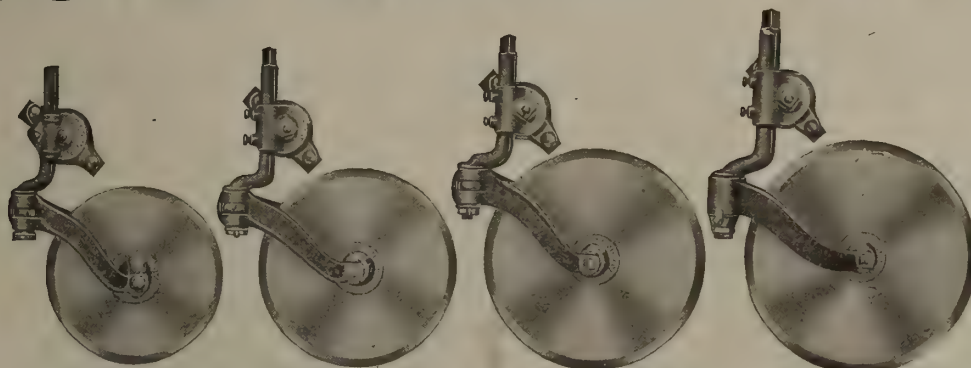
"CRESCENT" reinforced shares are made by specialists in share production from the finest grades of soft centre and crucible steel. Perfect in accuracy, fit and finish. The fit of every share is tested before leaving our factory.

They mean cash business and steady sales for the Dealer. Backed by a broad guarantee. There will be a big replacement demand this year. Carry "Crescent" shares. Build permanent and profitable business as local plow share supply headquarters.

Specify Your Requirements.

We Can Ship Immediately

COMPLETE YOUR PLOW BY USING SANDOVAL ROLLING COULTERS



SANDOVAL
Walking Plow Coulter
1-in. Standard

SANDOVAL
Gang and Sulky Plow Coulter
1 1/8-in. Standard

SANDOVAL
Gang and Sulky Plow Coulter
1 1/4-in. Standard

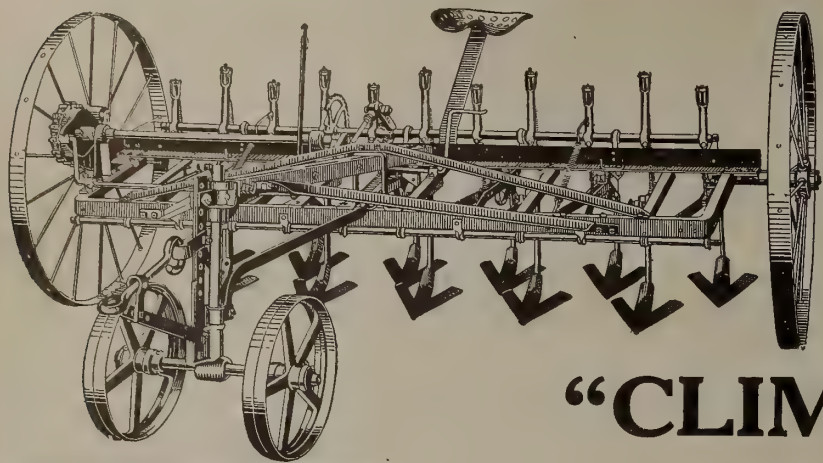
SANDOVAL
Engine Gang Plow Coulter
1 1/2-in. Standard

Made in All Sizes to Fit Any Make of Plow

*A Complete Stock of :--Coulter Discs, Harrow Discs,
Harrow Teeth, Seeder Chains*

READY FOR PROMPT SHIPMENT

D. ACKLAND & SON, LIMITED
WINNIPEG CALGARY



*The Most Effective Weed
Destroyers on the Market*

"CLIMAX" Cultivators

For Horse or Tractor

FARMERS realize that one of the best assurances of maximum crops lies in proper soil cultivation. With the "Climax" they can keep their land in good tilth and eradicate the weeds that otherwise would rob it of moisture and nutriment.

BEST FOR SUMMER FALLOWING

On summer fallow the "Climax" has no equal. Its wide overlap of teeth, backed up by its rugged strength and efficient design, keeps the land black. It is giving splendid service on thousands of farms and makes a friend of every purchaser.

Power Lift Cultivators are supplied for either horse or tractor use. The lift is automatic and raises or lowers the points as desired. Handy adjustments vary the depth of cut. Strong safety springs save breakage of teeth. A size to suit every farm.

WRITE OUR NEAREST BRANCH FOR FULL PARTICULARS
AND SUPPLIES OF LITERATURE

Cockshutt Plow Company, Limited

WINNIPEG

REGINA

SASKATOON

CALGARY

EDMONTON

SAWYER-MASSEY CO.

Tractors: Threshers: Road Machinery

OVER 80 YEARS
EXPERIENCE IS
BEHIND THEM.

REPRESENT CANADA'S PREMIER THRESHER THIS SEASON

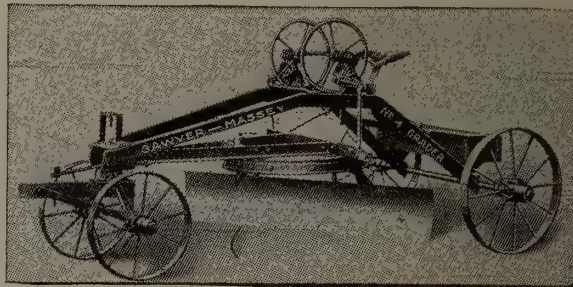
Six Sizes:—22x36, 24x40, 28x44, 32x56, 36x60 and 40x64

Every progressive dealer realizes the value of reputation behind the Thresher he sells. The fathers of the men who farm to-day used Sawyer-Massey Threshers. Their sons are good prospects. Our Threshers run easily, have great capacity and do fast, clean work. They are built up to the Sawyer-Massey standard of value. Strongly constructed in every particular—they take the pull of the tractor and handle the work perfectly under the most adverse threshing conditions. Ask for details and prices.

Sell Sawyer-Massey Road Machinery

Good roads mean much to your community. Handle our Graders, Maintainers and Levelers. Light or heavy types.

Our No. 4 adjustable grader has no equal as an economical outfit. Get particulars of our 8-ft. blade adjustable Drag. Details of our road machines will be sent on request.



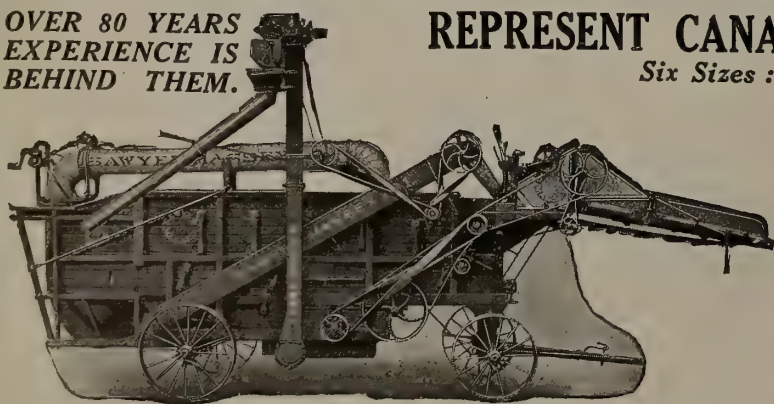
SAWYER-MASSEY No. 4 GRADER.

For Prices and Agency Offer, Write Nearest Branch.

Sawyer-Massey Company, Limited.

Head Office and Factories: Hamilton, Ont.

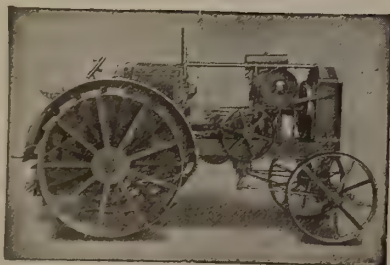
WINNIPEG REGINA SASKATOON CALGARY EDMONTON.



Sawyer-Massey Tractors

11-22, 20-40 and 25-50 H.P.

A pioneer in the field, Sawyer-Massey tractors have held the lead throughout the entire development of the tractor industry. Foremost in design, perfect in mechanical finish, economical to operate. For field and belt work a real asset for your customers.



SAWYER-MASSEY 11-22 H. P.

CANADIAN FARM IMPLEMENTS

Vol. XVIII., No. 5

WINNIPEG, CANADA, MAY, 1922

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 c.

Developing a Demand for Haying Equipment

Making hay in 1922 is a different process than when hay was cut and cured fifty years ago. How many farmers in your territory today own a mower and a dump rake and imagine that they are fully equipped for quick work in the hay field? It is the business of the dealer to show them that this is a delusion and that while the mower and rake are all right so far as they go, they don't enable the farmer to make hay rapidly with the minimum number of helpers.

Have you studied the economics of hay harvesting? If not now is the time to start. When you go after the hay tool business this season, increase your sales by showing farmers how they can accomplish rapid work with small crews providing they invest in such modern haying conveniences as stackers and loaders. There is no getting away from the fact that the farmer who pitches hay by hand is a back number. The modern way consists in using machinery for loading and stacking. Modern stackers and loaders are popular, they are popular because they deliver service in the hay field. And you should take steps to capitalize on the popularity of these labor saving, money making machines.

The Mechanical Equipment

Let us consider a few of the hay machinery lines you can handle in your district. There are enough good makes of mowing machines manufactured to offer your customers a wide range of choice. In many districts the 5-ft. mower is in common use. A fair day's work with the 5-ft. cut mower is about 9 acres. From 12 to 15 acres can be cut in a day with the seven or eight-foot cut mowers. This means that one man, equipped with an 8-ft. cut mower, will do two-thirds more work per day than when a 5-foot cut machine is used. The saving in labor charges with the larger machine will in most cases more than offset the slight additional overhead expense of interest and depreciation

on the larger initial investment involved.

If you investigate conditions in your territory, you will likely find many opportunities for selling large sized mowers. The only valid objections to the use of the large machines are a small acreage of hay rough and uneven ground and exceptionally heavy growths of weeds or fine grass.

The larger size of mowers reduce the size of the haying crew required and save time at critical periods. Large, heavily constructed mowers are most suitable for use behind tractors. When planning your mowing machine business, see whether there isn't a chance to introduce the large sizes in sufficient numbers to prove their worth to local farmers.

Sales Arguments

A few sales arguments which may be advanced in favor of a mowing machine include a substantial frame, simple gears, ease of control, superior shafting, easily operated shifting lever, automatic shifter and high quality cutting apparatus. If a mower is to stand up under hard and continued use the frame must be substantial and of right weight. The stronger and more

simple the gears, the less chance there is for breakage. Wheels which have ample traction facilitate free and easy cutting, as sufficient power is developed to drive the knives in any condition of hay crops.

Rakes, Stackers and Loaders

The implement dealer who isn't prepared to push the sale of sweep rakes, stackers and loaders should lose no time in outlining an advertising campaign which will put pep in his sales campaign.

Are you preparing to handle hay stackers? If farmers in your section make a practice of stacking hay in the open they should be equipped with machine stackers. The modern stacker is a great help to the busy farmer. Used in conjunction with push rakes, it entirely eliminates the tiresome work of pitching hay by hand. The modern stacker has many points of merit which keep a dealer supplied with sales arguments. Its portable feature is a great convenience, especially when a farmer has several patches of hay, and must move the haying equipment from place to place.

Sweep rakes sell readily; two or three sweep rakes, and a machine stacker make an efficient

combination for putting up hay in the field. The sweep rake offers the farmer opportunity to reduce by 50 per cent the labor of handling hay. It is an inexpensive tool and is popular wherever hay is stacked in the open.

Even where comparatively small loads are hauled on a sweep rake, it will be found considerably quicker and more economical than loading hay on a wagon and hauling to the stack. Two men operating sweep rakes with a third man operating a modern stacker, handle hay at a rapid rate.

The sweep rake is valuable not only because of the direct saving it effects, but also because of the rapidity with which hay may be handled. Quick work in the hay field will often reduce loss from rain to a minimum.

The machine loader is popular with hay growers. It is particularly adapted for use where hay is loaded on racks and hauled to a mow or hay barn.

The modern hay loader, used under average conditions, will increase the efficiency of the haying crew fully 30 per cent. The loader is a valuable machine; its saving in labor costs is considerable. The following points of merit about a good loader make effective sales arguments: Rakes clear, but doesn't dig into the earth under windrow. Gathers no trash, handles hay gently so a minimum of leaves are lost; large capacity; high and narrow delivery (which is a distinct advantage where big loads are put on the racks); draft; does good work on uneven ground; has great durability.

Side Delivery Rakes

Air cured hay is better than hay cured in the sun. This is why implement dealers should make a specialty of equipping farmers with side delivery rakes. The side delivery rake is of special value when used for getting the hay in shape for a machine loader. Many successful farmers show a preference to curing alfalfa, clover and other hay crops



When Haying Machinery Comes in Useful

in the windrow. The modern side delivery rake is the tool for the purpose as it follows the mower and handles the hay in the order it is cut down.

From Forked Stick to Steel Share

By G. B. Gunlogson

(Copyright 1922, by J. I. Case T M. Co.)

Ages ago, when man had barely learned to fashion crude tools of wood and stone, agriculture began. A few roving wild animals were taken in charge because they furnished a more sure supply of food than the hunters could bring in. To keep this stock from starving these early herdsmen sent their women and children out into the open fields to gather wild grains and grasses. Either in storing or feeding, some grains fell, germinated and grew, giving to some prehistoric genius the idea of planting for a crop. Who shall say that this unknown primitive man was not the greatest of all benefactors of the human race? The advancement of man took its most important forward step on the day when the first seeds were deliberately planted for the purpose of growing a crop.

So began our first era in agriculture and in this primitive way it continued for untold generations. The harvests, rich or lean, served to supplement the food that Nature provided in her own way. The only tools employed were the grimy hands of the worker and perhaps his stained war club, or stone axe.

Our next historic glimpse of agriculture is in Egypt. Here along the fertile banks of the Nile we find fields of wheat and other edible grains and vegetation under cultivation. We have now advanced to the second stage in agriculture where the grain is sown by hand in furrows made with a crooked stick. The crops are harvested with a crude sickle and threshed on the threshing floor as spoken of in the Bible.

During all the centuries from that early time to the childhood days of the passing generation agriculture practically stood still. Empires rose and vanished. Kings and potentates fought bloody wars for more land, and for more glory. Ninety per cent of the people toiled from dawn to darkness all the days of their lives in an effort to scratch from the earth a sufficiency of food for themselves and the other ten per cent. Agriculture for the most part was the occupation of serfs and slaves, and famine was ever close at hand.

Even in this country, the home of land owning farmers, of opportunity and plenty, up to the time of the breaking out of the Civil War agriculture as we know it today did not exist.

The average farmer led a stern and weary existence. Long hours and drudgery were his lot. Over 60 hours of hard labor were required to produce an acre of wheat with the best tools he had in those days, as compared with less than three hours today. His plow was a crude, inefficient implement; his seeding was done by hand; a scythe was used for harvesting the crop; and all through the winter months he labored, flailing and winnowing the precious grain. And so, up to the middle of the nineteenth century, the farmer labored wearily on. The end of each day found him tired and aching as he stumbled at twilight along the beaten pathway leading to his home.

Something was wrong. Art and literature flourished, but the one industry on which humanity depended for its existence stood still. The farmer had labored long and well, but for want of tools his rewards were small and there was no progress. The crude implements he possessed were made by himself or at the village smithy. There was no time to experiment with new implements and no one to specialize in the

making of better ones. Agriculture was a simple, nay a crude, business by itself.

The dawn of progress came, and the third great era in agriculture began, when the first steps were taken to divide agriculture into its two great component parts. Certain men began to specialize in the manufacture of farm machinery while others specialized in the use of that machinery. The world owes much to these few men who first recognized the needs of their fellow farmers. They had the vision and courage to attempt, and ability to succeed in, building new and better farm machinery that re-

hours 3 minutes to 9 minutes 58 seconds.

The cost of producing wheat had dropped from \$4 per acre to \$1.12.

The end of this development and co-operation between the farmer and the builder of farm machinery is not yet in sight. So long as farmers grow crops the development and manufacture of farm machinery must go on. There is as much being done for agriculture by the implement manufacturer today as there is on the farm. The workman who fashions the parts for a plow is doing as much for farming as the man who guides the finished plow in its furrow. The man who erects a thresh-



Primitive Plows are Still Used on the Siberian Steppes

volutionized agriculture. The specialists in the production of farm tools today are the implement manufacturers; and the men who specialize in their use are our modern farmers. So today, both classes are essential. Each is dependent upon the other and agriculture and civilization on both.

While agriculture has progressed farther and faster in the last seventy years than in all the centuries before, the introduction of every new device and method was met with opposition and ridicule. All these beginnings are well illustrated by the introduction of what was perhaps the first cast-iron plow, made by Charles Newbold about the year 1800. The plow was used with much success on his own farm, but financially, his enterprise was a failure. The farmers were opposed to new fangled notions and contended that the use of cast iron poisoned the land, injured its fertility, and promoted the growth of weeds. Not until fifty years later did the cast iron plow come into general use. So, in spite of disappointments and failures, the new and better machines and methods found their way, and will continue to find their way, into agriculture.

The Effect of Machinery

With the introduction of farm machinery the farmer began to expand. He has been relieved of much drudgery, and his hours have been shortened; his work has been made easier and more pleasant; he has gained leisure and facilities to seek pleasure and diversion for his family and himself, all of which have made him a broader man and a better citizen.

The farmer's ability has been multiplied through the miracle of machinery. He now produces in minutes that which took hours before. The following startling comparisons show what had taken place as early as 1896—less than fifty years after the introduction of the cruder types of modern machinery:

Each man on the farm was producing five times as much as in 1850.

The labor time required to produce an acre of barley had been reduced from 63 hours 35 minutes to 2 hours 42 minutes.

The labor time required to produce a bushel of wheat was reduced from 3

ing machine in the factory is as valuable to agriculture as the man who pitches the sheaves or operates the thresher.

The salesman and dealers who form the contact between the manufacturer of the machinery and the user are as useful to the world as the farmer who markets the crop. From now on there can be no divorce between the machine builder and the machine user. Each has proved himself indispensable to the progress of agriculture, and each is dependent for his greatest success upon the intelligence and good will of the other.

New Features in Advance-Rumely Tractors

In Advance-Rumely tractors a new feature added is the enclosing of the final drive gears. A shield completely covers the gears and inside the spokes. The outer sheet extends outward to the inner side of the wheel rim. This cover keeps out dust and dirt. On each wheel side an extension from the side of the cab covers the top and the inner side of the gears.

The gears are lubricated, as before, by gravity feed. Inspection holes on the inside of the cab show the gears are being lubricated and wearing. There is an inspection plate on the outer plate provided with a slide.

Another change on the Advance-Rumely tractors is the set spark magneto with a new type of impulse coupling. The Bosch magneto is used.

Don't bank too much on the other fellow, for he might be banking on you.

A hang-dog look never won a prize position.

U. G. G. Shows Loss On Supply Business

The last annual report of the United Grain Growers, Ltd. as for the fiscal year ending August 31 last, in connection with the sale of farm machinery and supplies shows a net loss in this department of \$282,302.

The loss in the machinery and supply department in 1919 was \$52,069, and in 1920 totalled \$59,246. This is shown in a summary of the business as presented by the general manager. This total loss of nearly \$394,000 in three years developed from a turnover in that period of \$17,766,173.

The operating expenses of the department in 1921 were \$595,155. In 1920 \$737,388, and in 1919 \$739,744. The grand total sales in 1919 were \$6,180,359. In 1920 they were \$6,908,896 and in 1921 totalled only \$4,676,918. This means a drop in volume of from nearly \$7,000,000 to a little over \$4,500,000.

The heavy losses in 1921, explains the report, were due in some measure to heavy depreciation to be faced. The general manager in his report states that as the prices depreciated from time to time during the year, the losses were merely absorbed in the turnover, no special write-off in inventory being made during the period. Reductions were made in the lines handled at irregular intervals. Prices on farm machine lines were lowered, but not so much as after the closure of the fiscal year when the most remarkable prices were set on implement lines—greatly below any possible replacement cost.

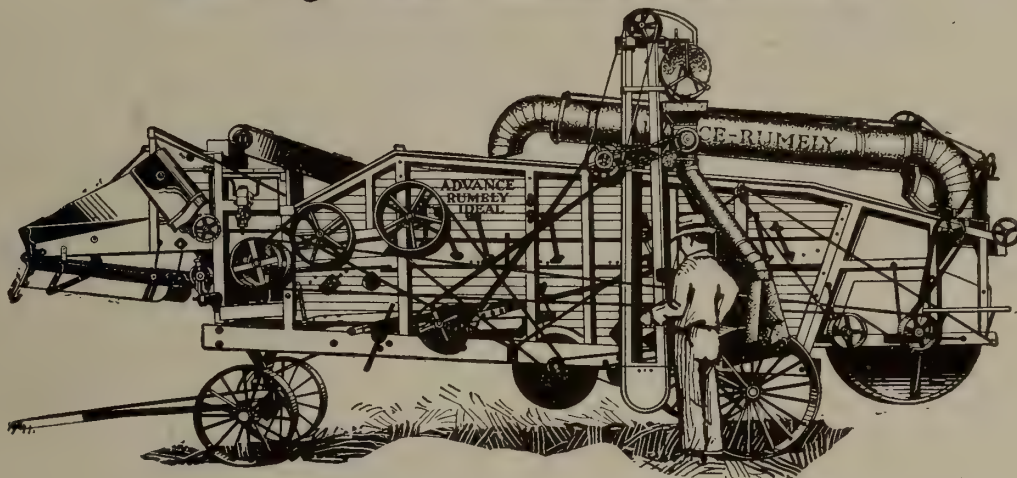
Calculating an average loss of but 10% on the stock in hand at the commencement of the year, the item of depreciation in the last fiscal year alone should have totalled approximately \$158,000.

A Portable Electric Light Plant

A portable electric light and power plant with a current output of 400 watts at two voltages: 12-16 and 32, and a capacity of ½ hp., has been developed by the Simms Magneto Co., East Orange, N. J. The plant is self-contained, resting on four coil springs which absorb the vibration. It can be easily picked up in the hand, and weighing but 100 lbs., needs no foundation. In dimension it is 18½ in. high, 20 in. long, and 13 in. wide.

The single cylinder, two-cycle, air-cooled engine, with a normal speed of 1400 r. p. m. is direct connected to the generator, the armature and flywheel being one unit.

Sell the separator that Saves Most Money for your customers



The Rumely Ideal "Saves All the Grain"

FARMERS are today more critical of costs and savings than ever before. And that is as it should be. It gives you dealers the opportunity to do a service to your customers and neighbors and make a profit for yourselves by selling implements that save money for the user. It gives you a chance to show them that good machinery at a fair price saves them the most money—*all the time*.

The Rumely Ideal Separator is that kind of a machine. Its price is the lowest at which the superior, money-saving service it gives you can be bought. You do your customer a lasting favor when you sell him one.

The Rumely Ideal saves money for the farmer because it saves his grain. Due to the perfected principle upon which it is built an even flow of straw is maintained from the time it enters the machine until the straw, clear of grain, leaves the stacker. Clogging, winding and bunching are overcome. Its reputation for great capacity and clean, fast work is nation-wide.

Sell your customers the Rumely Ideal Separator and save money for them. There are five sizes—the small as efficient as the large.

There is some valuable territory open. Write us for catalog and details of dealer arrangement.

ADVANCE-RUMELY THRESHER COMPANY, Inc.

Calgary, Alta. Toronto, Ont. Regina, Sask.
Saskatoon, Sask. Winnipeg, Man.

Serviced through 30 branches and warehouses



ADVANCE-RUMELY

With the Manufacturers

B. F. Avery & Sons, Louisville, Ky., quotes reductions on its tractor plows ranging from 20 to 25 per cent.

The Sawyer-Massey Co., Hamilton, Ont., is operating at about 50 per cent. capacity according to R. Harmer, president of the company.

Sarnia's latest industry, the Pendergast Fence Company Limited, opened its operations in the manufacture of wire fencing, during April.

Announcement has been made by the Hayes Pump & Planter Co., Galva, Ill., of the successful culmination of its refinancing plans.

The office of the National Association of Farm Equipment manufacturers of Chicago has been moved from 72 W. Adams St. to 608 S. Dearborn St.

The Ruggles Motor Truck Co., London, Ont., recently announced the appointment of R. G. Davis as field service director for the provinces of Ontario and Quebec.

The John Lauson Mfg. Co., New Holstein, Wis., recently issued a notice to dealers announcing that discounts on Lauson tractors hereafter would be 20 per cent.

The incorporation of the Simplicity Engine & Mfg. Co. is reported from Port Washington, Wis. The capital stock is \$5,000. Gas engines are listed among the products.

J. S. Kemp, who is said to have produced the first successful manure spreader in the United States, and who for many years was prominent in the spreader industry, died recently.

The Ford Motor Co., Detroit, Mich., has increased the dealer's

discount on Fordson tractors from 17½ and 5 percent to 25 and on motor cars from 17½ percent to 20 percent.

W. L. Clark, who was domestic sales manager for the Emerson-Brantingham Implement Co., Rockford, Ill., has resigned. Mr. Clark has not announced his plans for the future.

The International Harvester Co., Chicago, Ill., has negotiated a long term lease for a new three-story building to be erected at Atlanta, Ga., as its headquarters for that territory.

The International Harvester Co. at its Springfield, Ohio, works is turning out 50 trucks a day and it is stated that shipments are being made nearly as fast as the machines are produced.

In order to render the most efficient and prompt service possible, the Chicago branch of the Eisemann Magneto Corp. has found it necessary to occupy larger quarters.

George Valentine, of the Massey-Harris Company, Toronto, has been elected president of the Bain Wagon Company, of Woodstock, a subsidiary of the company.

Beatty Bros. of Fergus, Ont., have been given the contract to equip, complete, a model dairy barn for the Royal house of Roumania and supply the fittings for the horse stable.

The daily output of the Durant Car Co., of Leaside, Ont., has increased to nearly 25 cars a day since the first of March; 4,000 cars are expected to be finished by the first of July, 1922.

The Firestone Tire and Rubber Co., of Canada, Limited, report that they are now complet-

ing their new plant at Hamilton, which has been in course of construction for some time.

The branch of the Emerson-Brantingham Implement Co., at Columbus, Ohio, has been changed from 35 to 39 Vine street, where larger quarters have been secured.

H. W. Brown, manager of the Minneapolis branch of the Huber Mfg. Co., Marion, Ohio, recently was on a trip through Western Canada, spending some time at the Company's branch at Brandon.

Dr. E. A. White, for several years technical editor of Farm Implement News, Chicago, has resigned his position with this publication in order to join the Fordson Farming Service Bureau, Chicago.

The Steel Trough & Machine Company, Limited, Tweed, Ontario, announce that they are opening an office in Montreal to take care of their Quebec business. R. L. Welch will be in charge.

The Townsend Manufacturing Company, Janesville, Wis., have reduced prices on the various models of Townsend tractors as follows: 10-20, from \$895 to \$750; 15-30, from \$1,485 to \$1,350; 25-50, from \$2,750 to \$2,500.

At a meeting of the Board of Directors of the Ford Motor Co., of Canada, Mrs. Gordon M. McGregor, wife of the late first vice-president, was appointed a director to fill the unexpired term of her husband.

The Lincoln-Ford Motor Car Company was incorporated at Lansing, Mich., recently with a capitalization of \$15,250,000. There are 2,500 shares of common stock, of which Edsel Ford, President of the Ford Motor Company, holds 2,497.

Dale E. Andrews has accepted the position of manager of agri-

cultural advertising with the William H. Rankin Co. agency. For several years he has been advertising manager of the Sharples Separator Co., of West Chester, Pa.

The plant and equipment of the G-O Tractor Corp., Derby, Conn., is to be sold at public auction. It is also reported that the Cedar Rapids, Ia., plant of the same company will be disposed of in the same way.

The Bryan Harvester Co., of Peru, Ind., manufacturers of steam tractors, has bought the real estate and holdings of the Weigle Machine Tool Co., at Peru. The tool company's plant adjoins the harvester company's property and will give them increased capacity.

Massey-Harris Harvester Company, Inc., Minneapolis, have increased their line this year by taking on the Massey-Harris cream separator—a product of the Canadian factory, which has been sold through the Canadian organization for several years with marked success.

A new Canadian motor car being placed on the market this spring is the Oakland, manufactured by General Motors of Canada, Limited, in a new unit of their plant at Oshawa, Ontario. The car is designed to meet the demand for a well-built six cylinder car around the \$1,600 price.

The Twin City Co. Minneapolis, Minn., has added a new line of small threshers. The line is called the Twin City Jr. (Wooden) Thresher. The machine is made in three sizes and is priced as follows, f. o. b. Minneapolis: 22x36, \$1,130; 24x42, \$1,215; 28x46, \$1,315.

General Motors Acceptance Corporation Detroit, Mich., has worked out a series of plans for the financing of sales of Samson tractors and farm implements to the farmers, whereby the payments are arranged according to the income of the buyer from his products.

The Le Roi Co., of Milwaukee, makers of heavy duty engines since 1913, have announced a new engine which is offered to the trade interested in engines developing from four to eight horse power. It is vertical type, four cycle and two cylinder, with 3½ inch bore and a 4½ inch stroke.

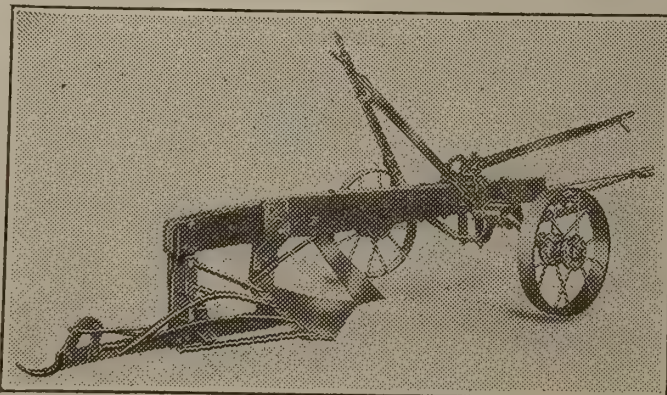
John Steele, Jr., vice-president and assistant general manager of Hooven & Allison Co., binder twine manufacturers of Xenia, Ohio, died on April 14 from a wound inflicted by the accidental discharge of a heavy revolver. Mr. Steele had planned a hunting and

THE VAN SLYKE BREAKING PLOW 20-Inch For Horse or Tractor Haulage

**Made in the West
for Western Farmers**

A strong, powerful plow that will break the toughest virgin soil though covered with stumps and brush. Will handle soil too heavy for any other kind of plow.

NOT a grubbing plow—it turns a flat, unbroken furrow, completely burying all trash. It sells at a much lower price this year, although improved in design from the 1921 model.



**Has Held the Lead
for 10 Years**

Built strong but light in draft. Does perfect work in either brush or prairie. Wide carriage gives even operation; unequalled for side-hill plowing.

A 10 to 15 H. P. on the drawbar tractor will handle it nicely, or when arranged for horse haulage gives the farmer a dual purpose plow. Write us today for complete details.

Always in Demand. Over 1500 in Use

A Money-Maker for Agents—Secure Particulars of the Low Priced 1922 Model

THE EDMONTON IRON WORKS, Ltd., EDMONTON, Alta.

Provincial Exhibition

of Manitoba

BRANDON, MAN.

JULY 24 to 29-1922

Canada's Greatest Implement Display

ATTENTION! Canadian and American Manufacturers of Tractors, Threshers, Farm Implements, Farm Equipment and all other lines of manufactured goods.

This Annual Exhibition has the largest and most comprehensive display of the above lines shown at any similar event in Canada. An exhibit will keep your lines before thousands of farmers who will attend. It will prove a splendid investment in increasing summer and fall business. Develop a bigger demand for your known lines—introduce your new machines. We invite you to keep your goods before the Farmers and Implement Dealers of the Canadian West.

It's Where the Manufacturer meets the Buyer

Brandon Exhibition is where you meet the Buyer—be he Dealer or Consumer. Your 1922 quotations will interest him at a season when farmers are investigating new equipment. Those who have exhibited Tractors, Threshers, Farm Machinery, Lighting Plants, Automobiles, Motor Trucks and Specialty Lines at Brandon in the past have proven IT PAYS.

Make Application for Space Early

Outside space in the Machinery Section is FREE. A Nominal charge is made for inside space. Make your reservation NOW. Demonstrate your lines at Brandon this year.

*For Full Particulars, Address the Secretary
An Exhibit will Stimulate your Business*

R. M. MATHESON,
President

W. I. SMALE,
Sec'y and Manager

Announcing

ONTARIO WIND ENGINE & PUMP CO.
TORONTO

Self-Oiling Windmills

*The Biggest Selling Point Toronto
Windmills Have Ever Offered.*

TORONTO Windmills may now be secured equipped with an absolutely automatic oiling feature; double gears running constantly in oil—requiring fresh oil but once a year. Think of the selling points offered in connection with the saving of time—the troubles and dangers of frequent oiling eliminated.

This big improvement alone adds greatly to Toronto Windmill value. In addition, any Toronto Windmill, new or in use, may now be made absolutely automatic in operation—starting or stopping itself as the pressure of the water in the supply tank decreases or increases. Or any Toronto Windmill now in use may be made self-oiling by the addition of the automatic oiling unit.

These are big improvements that will go far in increasing sales. Write immediately for our special dealer proposition—get the Windmill business in your district with these big features NOW.



Ontario Wind Engine & Pump Co.,
(Western Branch) Ltd.

Winnipeg, Regina, Calgary
Eastern Offices: Toronto and Montreal

New Provincial Distributors

Will Give

Sharples Users and Dealers Added Service

In order to maintain the high standard of Sharples Service to our many dealers and the thousands of users of Sharples Machines in Western Canada, arrangements have now been completed to have central distributors for each of the Western Provinces who will carry a full stock of Sharples Machines and repairs on hand. The following well known firms have been appointed.

FOR MANITOBA: The Breen Motor Co., Winnipeg, Man.

FOR SASKATCHEWAN: The Bruce Robinson Supplies Ltd., Moose Jaw, Sask.

FOR ALBERTA:—The Bruce Robinson Distributors Ltd., Calgary, Alta.

FOR BRITISH COLUMBIA: The Bruce Robinson Electric, Vancouver, B. C.

The repair shop formerly maintained by the Sharples Separator Company at Regina has been taken over by The Bruce Robinson Supplies, Ltd., and will in future be located at Moose Jaw, Sask.

All Enquiries Addressed to the Distributor in Your Province for Information regarding

SHARPLES SUCTION FEED SEPARATORS

SHARPLES MOTOR MILKERS

SHARPLES PIPE LINE MILKERS

SHARPLES PARTS OR REPAIRS

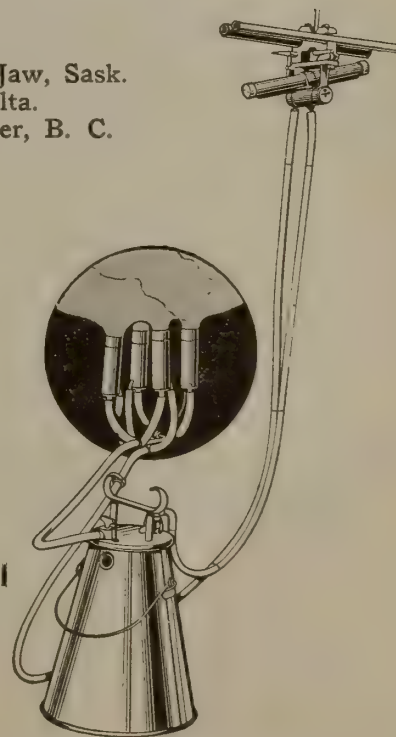
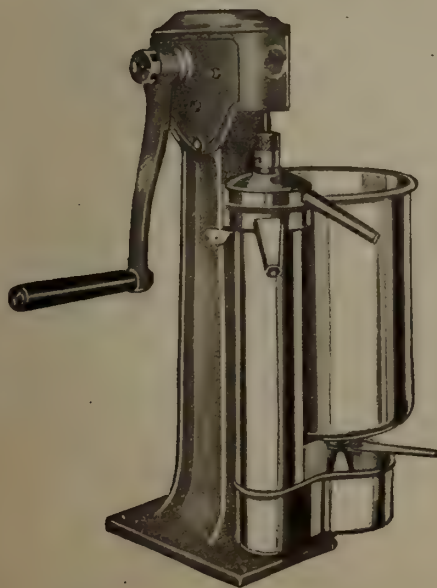
will receive prompt and courteous attention.

THE ONLY Suction Feed no disc separator—no loss of cream at varying speed.

THE ONLY Electric Milker—no installation—comes ready to operate.

The most up-to-date equipment on the market.

Sharples Separator Co.
TORONTO, ONT.



fishing trip into the Canadian Rockies.

Reed & Turnbull of Edmonton, Alberta, have perfected a new hot air furnace particularly adapted for burning western coal. The new heating device, which has been named the "Eskimo," is an all steel furnace with a grate area 50 per cent. larger than

other furnaces of the same capacity.

The Huber Mfg. Co., Marion, Ohio, in a recent announcement state:—We have not recently announced any reduction in the price of our tractors, but have made a few reductions on some of our threshers to bring them down to practically a pre-war price. However, our tractors are now selling at a price as low as they ever sold before the war.

G. B. Gunlogson of the advertising depart., of the J. I. Case Threshing Machine Co., Racine, Wis. says: "There is a very evident improvement in sales of tractors and power farming machinery now in all sections of the country. We believe that all tractor manufacturers are finding it so, and the outlook for continued improvement is good."

The Chicago branch of the Eiseman Magneto Corporation will move early in May. to larger quarters at 2005 South Michigan Avenue. A complete stock of magnetos and parts will be maintained and all repairs will be made on the premises.

The Ford Motor Co. recently announced an increase of discounts to dealers on tractors and cars. Tractor discounts were increased to 25 per cent and automobile discounts to 20 per cent.

The Gilson Mfg. Co., of Port

Washington, Wis., is marketing an issue of \$350,000 of 7 per cent first mortgage bonds, secured by tangible assets of nearly \$1,000,000.

The International Harvester Co. has decided to extend the period in which tractor plows will be given free to purchasers of tractors. The limit originally set was May 1; and new limit is May 20.

Another advance on the Wal-lis 15-25 tractor was put into effect May 1 by J. I. Case Plow Works Co., Racine, Wis. from the present price of \$1,095, f. o. b. Racine, to \$1,195, an increase of \$100. Still further advances, according to an officer of the company, are expected.

John Lauson Dead

John Lauson, president of the John Lauson Mfg. Co., New Holstein, Wis. died April 15 following an operation. The late Mr. Lauson was born Jan. 21, 1868, and started work as a mere boy. He commenced business for himself at the age of nineteen—never dreaming that he was laying the foundation for one of the largest gas engine and tractor factories in the United States.

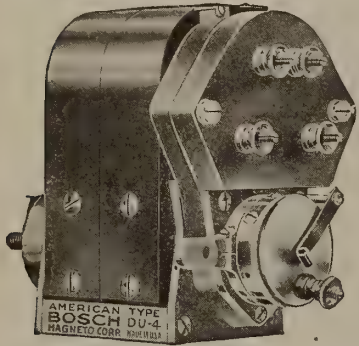
In 1880 he erected a small machine shop, using a windmill as motive power. Shortly after his shop was destroyed by fire. Un-

daunted by adversity, he rebuilt. He added to his premises and commenced the manufacture of marine and stationary boilers. This business was hardly under way when another fire reduced the shop to ashes. He rebuilt for the second time. Entering into the boiler business with renewed energy, the establishment rapidly expanded and by 1893 twenty-five men were employed in the shop. Another of the products manufactured was the double cylinder tractor engine known as the Uncle Sam.

In 1898 the John Lauson Mfg. Co. was organized, and incorporated in 1899. Shortly after this the first 4 h. p. Lauson gasoline engine appeared. As early as 1910 the Lauson factory began building and experimenting with gasoline and kerosene tractors. Production was commenced in quantities in 1916.

The late Mr. Lauson was greatly esteemed for his sterling character and desire to assist young men to get ahead. He was a member of the Masonic order and the Elks and was often spoken of as one who "Never made an enemy." He is survived by a widow, a son and a daughter, also three brothers, one of whom was an associate with him in the business. His funeral, on April 18 was attended by a large concourse.

Magneto Repairing Is Our Specialty



We are the Only Official Representatives of the Following Magneto Companies in this District.

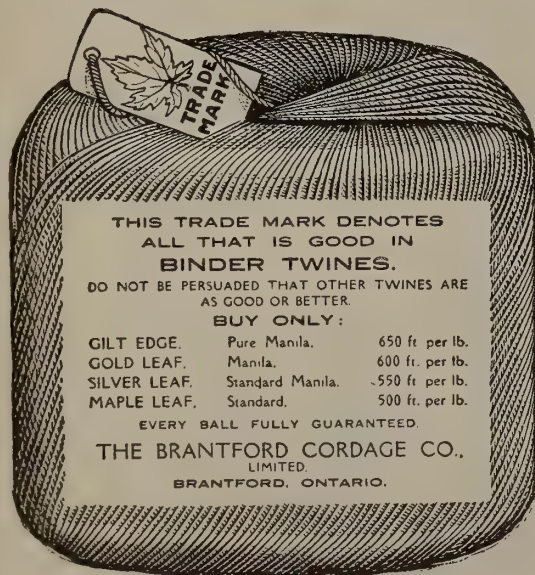
Send us your magneto work. We represent: Bosch, Dixie, Splittorf, Berling, K-W., Kingston, Wizard, Simms, Webster, Eisemann and Teagle Magnetos.

Special discounts to the trade.

Magneto Service Station Ltd.
14th Ave. and Broad St., REGINA, Sask.

The Very Low Twine Prices

announced by the BRANTFORD CORDAGE COMPANY LIMITED over two months ago mean a much smaller outlay for Binder Twine than for some years past. On some grades there is a reduction of 6¼c. a pound—one third less than last year, or about half the price of four years ago.



THE BRANTFORD CORDAGE COMPANY LTD., the only surviving strictly Canadian Binder Twine Factory in Canada, has had no tariff protection since 1896, yet is today the largest producer of binder twine in the British Empire. These facts alone give the greatest testimony to the quality of Brantford Twines.

Any wise dealer or farmer fully understands that we never could have reached our present position as the largest Binder Twine Manufacturers in the British Empire, in the face of keenest competition, if our quality had not been the very best.

Our mills are equipped with the most modern machinery and devices which give our twines that outstanding uniformity, length, strength, firmness and finish which mean a saving of a lot of money, time and trouble in the harvest field.

All our twines are submitted to a special treatment to make them insect proof.

Place your requirements for Brantford Twines. Dont delay. Send your enquiries or orders to our Western Office.

The Brantford Cordage Company Limited

162 Princess Street,

Winnipeg, Manitoba.

Waterloo Calendar

The Waterloo Manufacturing Co., Waterloo, Ont., with western headquarters at Portage la Prairie, recently issued their calendar for 1922—which runs from April to March 1923. This tastefully arranged hanger shows the Waterloo champion thresher in action and Heider tractors and Eagle tractors as field units. Interested dealers can secure a copy by addressing the branch house at Portage la Prairie.

Huber Open Branch at Saskatoon

F. X. Chauvin, Canadian Manager of the Huber Manufacturing Company, announces the opening of a branch house at Saskatoon, from which point machinery and repairs will be distributed for the Province of Saskatchewan. Arrangements are completed and the branch will be in charge of the Northern Distributing & Warehousing Company. The offices and warehouse of the Company are situated on Wall Street.

With the opening of this branch the Huber Mfg. Co., will be able to give prompt delivery and service to dealers throughout Saskatchewan. Huber factories are located at Marion, Ohio.

Western Canada's Twine Demand

Last year the total area of grain grown in the Canadian West was 45,000,000 acres. To harvest this gigantic grain field, one 8-foot cut binder would have to travel 46,349,000 miles, and would take 1,760 years to do the job. Figure out yourself if it would last that long.

Now about the twine to bind the grain on 45,000,000 acres. At a conservative estimate of 2½ lbs. of twine per acre, a total of 112,500,000 lbs. of twine would be needed, or 2,250,000 bales. Placed end to end these bales would form a solid chain 1,065 miles long. A twenty story building 240 feet high and 130 feet square could be built from these bales, and there would be enough twine left to completely fill it. Counting 600 bales to the carload it would require a solid train of 3,750 cars extending 40 miles to haul it.

Standard manila twine runs 550 feet to the pound, so we get

the pleasing figure of 61,875,000,000 feet of twine to bind the grain of 45,000,000 acres.

Taking standard manila twine, 550 feet, at 12½ cents a pound, the dealers of Western Canada would sell \$14,062,500 worth of twine to bind the grain on this acreage.

A New Garden Tractor

The Gilson Mfg. Co., Port Washington, Wis., announce a new garden tractor known as the Bowden Power Hoe. This machine has offset handles so that the operator can walk between the rows. It is arched so as to work over a row without damaging the plants. The tractor is equipped with a 4-cycle one cylinder type, air-cooled type, 2½x2½, with a speed range of 800 to 1200 revolutions. The tractor can be throttled down to a travel speed of ¾ to 1½ miles per hour.

U. S. Export Trade

Implements and tractors exported from the United States during February were \$6,427 less in value than those exported during January. This means that they have been on practically the same level for the first two months of 1922.

Reports from Washington show an increase of more than \$12,000,000 in the exports of implements

in 1921 as compared with 1913. Exports of tractors increased \$4,000,000. The gain in number exported was proportionately almost as great as the increase in value, which indicates only a slight increase in price.

Exports of pumps increased by more than \$8,000,000 as a result of the increased use of pumps for irrigation purposes.



Mr. DEALER

The Farmers are asking for
CATER'S PUMPS

His goods are the standard, and prices are right.

BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

Thresher Orders follow Tractor Sales

Every farmer in your territory to whom you, or any other dealer, has sold a tractor—no matter what make, type or size—is a prospective owner of a "Waterloo" Champion Separator. Show them you can furnish a proven thresher, just the right size, for their belt power.



Farm Tractors

12-22 H.P.

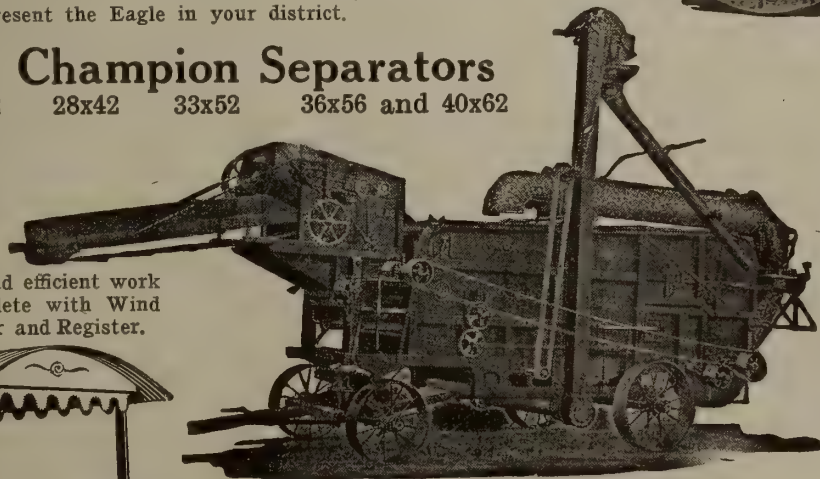
16-30 H.P.

In addition to being the most economical and dependable outfit for field work, they give smooth, steady power for threshing and all belt demands. Note the large, wide-faced belt pulley—right where it belongs. Use gasoline or kerosene in heavy duty twin-cyl. valve-in-head motors. 12-22 is 7x8"; 16-30 is 8x8". Get our 1922 prices and represent the Eagle in your district.

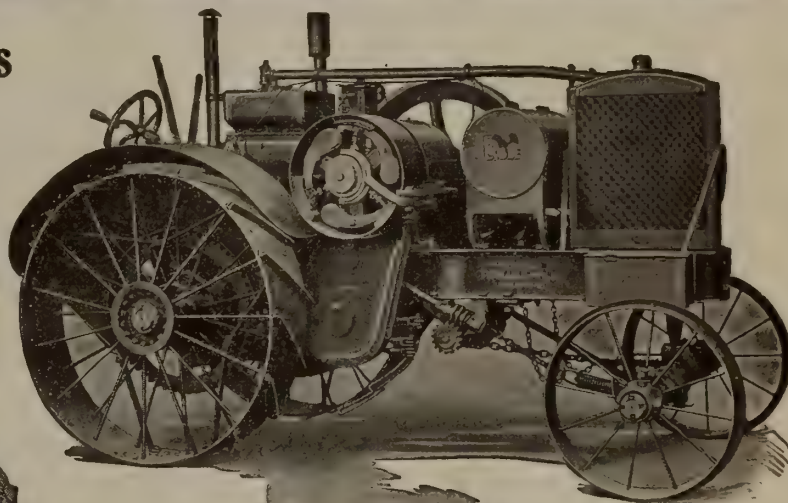
"Waterloo" Champion Separators

20x36 24x36 24x42 28x42 33x52 36x56 and 40x62

Canada's foremost thresher; proven superior from every standpoint. Backed by over 60 years' experience in thresher construction. Guaranteed grain savers, they do clean, fast and efficient work under all conditions. Complete with Wind Stacker, Feeder, Wagon Loader and Register.



CATALOGUES SENT ON REQUEST



Develop Thresher Business

Make a personal canvass of your territory, and send us the names and addresses of all tractor owners and other thresher prospects so that we can co-operate with you in interesting them in "Waterloo" Threshers.

"Rock Island" Tractor Plows

Operate perfectly behind any tractor. Made in 2, 3 or 4 bottom sizes and equipped with the famous CTX mouldboard. Ask for prices.

"Rock Island" Tractor Discs

No. 38 Disc is in good demand. Gangs work independently. All levers operate from tractor. 8 and 10 foot sizes.

Heider Tractors, 12-20 and 9-16 H.P.

A tractor with over 14 years' actual field work behind it. The Heider calls for minimum service. No gears to strip; 15 to 20% fewer parts. No transmission gears. Seven speeds, forward or reverse, with one lever, all on one motor speed. Use gasoline or kerosene without carburetor changes.

Get our 1922 Prices and Attractive Net Quotations

Our prices are readjusted to a level that assures you business, and the farmer can get unequalled value for his investment. We handle: Kerosene and Gasoline Tractors, Plows, Discs, Portable and Traction Steam Engines, Separators, Wind Stackers, Baggers, Threshers Supplies, etc.

The Waterloo Manufacturing Co., Ltd.

REGINA

PORTAGE LA PRAIRIE

SASKATOON.

Dept. of Agriculture Say Horse is Most Profitable Power Unit

Our friend Wayne Dinsmore and the Horse Association of America have now a formidable associate at Ottawa as regards the super-value of the horse as a

power unit on the farm, as opposed to the tractor, car or truck.

In a series of advertisements in the farm press the Live Stock Branch of the Department of Agriculture at Ottawa is conducting a campaign for greater and better live stock production which nearly equals the propaganda of the Horse Association in the United States.

Let us say at the outset that we have no animus against Friend Dobbin as a farm power. The horse has, and always will have, his place on the farm. He will be an auxiliary power which, in conjunction with the tractor, will make possible more economical production. For some operations he will be more economical than the tractor, but we have yet to develop Percherons with belt pulleys. Further, for the sake of the horse itself, in a brief hot summer we would rather see a snorting tractor than teams that are suffering from hard work under the broiling sun.

But to revert to our Department of Agriculture: In a recent advertisement they say that there is a greater demand for good horses—drafters, saddle horses, medium weight and farm horses—than the trade can supply. In their advertising they deplore the fact that of late proper attention is not being given to the breeding of good horses. One advertisement states:

"People were misled into the idea that trucks and tractors were more profitable. Labor was scarce and very costly. Feed was high. Greater production of foodstuffs was imperative. Cost of production was not considered.

"Experience has taught us that it is

no longer profitable to do without horses for either city or farm work.

"The economy and efficiency of the horse is at last realized by delivery and transport companies in the lowering of distribution costs.

"Horses cost less to buy. They cost little or nothing for repair. Horses do not depreciate as fast. Their working life is longer. The cost of care and management is less. The price of feed has been cut in two."

Such advertising, and there are later ads. that attack even more strongly the truck and tractor, is, to say the least, a splendid invitation to start a controversy with truck and tractor interests. It is to be regretted that the Department of Agriculture takes this stand. There is no question of the horse versus the tractor. Both have a place to fill on the farms of Canada, and each factor—horse breeder or manufacturer of tractors—will do well to stick to their own line.

The farm press are correct in criticising this type of advertising, although all will agree that a campaign for more and better horses is a good policy. In commenting on the campaign, "The Nor'-West Farmer," Western Canada's leading farm publication, says editorially:

"Farmers were not misled into buying farm tractors. They bought them because on the average farm in this country the tractor has a place which it can fill more economically than any other form of power. Neither is it true that in the cities the truck is being replaced by the horse. Little use beguiling ourselves with that hope. The statistics are all against the return of the horse to work on the city streets. Fewer horses are at work in every city in the land than five years ago, fewer still will be at work five years hence. There is no hope of the draught horse ever driving out the truck in city work, no more hope than there is of sailing ships replacing steam, stage coaches the railroads or light horses the automobiles."

Last year Wayne Dinsmore made a rush trip through Western Canada and then announced broadcast that nearly every tractor owned by the farmers in this territory was standing in fence corners—that their upkeep cost was such that farmers all over the west were using horses. This was disproven by facts published by the International Harvester Co., showing that farmers did use their tractors in 1921.

Now we have another controversy under way in Nebraska. Prof. Derrick of the Animal Husbandry Dept. of the University of Nebraska declares in the "Daily Star" of Lincoln, Neb., that "practically 75 per cent of the tractors purchased in recent years have not been used to produce the 1921 crop." Quite a "Dinsmorian" statement that.

However, the International Harvester Co. again instituted an enquiry into the veracity of this statement. They sent questionnaires to farmer owners of their

tractors in Nebraska. Three hundred and forty replies were returned, of which 24 were not considered because the farmers had either sold their tractors or the data furnished was too general in nature. The International found that of 300 farmers using their tractors only 16 did not use their machines owing to operating cost. This means that only 5.06 of the farmers did not use their tractors as against 99.94 who did.

There is no sense in the issuing of erroneous information by horse enthusiasts, or for that matter by tractor enthusiasts but it will be better for both schools of modern power to "hoe their own roes" silently and efficiently. And it is a pity that the Canadian Dept. of Agriculture should lend itself to the possibility of being charged with instituting propaganda instead of confining its efforts to a perfectly laudable end—that of developing better horses for use on the farms of Canada and for transportation in our cities.

Tractors on American Farms

It is estimated that in the United States there are available for use on the farms this year about 440,000 tractors, an increase of 193,860 over the number on hand at Jan. 1, 1920. At that date, says "Farm Implement News," Chicago, in an interesting review, there were 246,139 tractors on 229,334 farms. As regards ownership of tractors Illinois, Iowa, Kansas and Minnesota lead in the order given, but Minnesota pressed Kansas strongly for third place.

The above authority estimates that tractors on the farms of the states named at the present time total:—Ohio, 20,275; Michigan, 13,370; Indiana, 18,475; Illinois, 39,765; Wisconsin, 23,365; Iowa, 33,425; Minnesota, 28,405; Kansas, 29,815; North Dakota, 19,600; South Dakota, 20,490 and Missouri, 12,680.

The grand total on U. S. farms is estimated at 439,970 tractors. "Farm Implement News," in referring to Fordson tractors says that "Those in more or less touch with the Ford interests state that there are approximately 180,000 Fordsons in use in this country, which would figure out slightly less than 41 per cent. of the total in use"

Duty Paid in 1921

The firms importing implements and farm machinery into Canada paid customs duty during 1921 amounting to \$1,917,370, an aggregated duty collection for the year of \$179,667,683.



"VESSOT" FEED GRINDERS What the "S. V." Sign of Value Trademark Means

From yours, the dealer's end, it means handling a line that is universally recognized as the best obtainable.

From your customer's end, it further establishes the feeling of confidence in your general service, for "VESSOT" products live and last.

You profit in cash and many other ways. Take on a full line to-day.

Write the nearest branch of
THE INTERNATIONAL
HARVESTER CO. OF CAN-
ADA—for particulars and
prices.

S. VESSOT & COMPANY
Inventors and Manufacturers
JOLIETTE - - - QUE.

Over 35 Years of Success

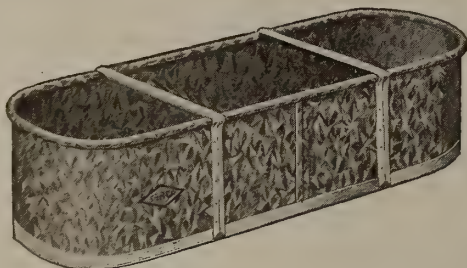
Eastlake "Red Bottom" Round End

(Design Registered, 1921)

Stock Watering Troughs

Don't Need Selling—They Sell Themselves

Durable
Serviceable
In Demand
Everywhere



Ask for
Our No. 71
Illustrated
Price List

Well watered livestock pays your customers in increased weight and better quality of meat. Eastlake "Red Bottom" Tanks are built without a weak spot. They sell easily and assure good business. Note the roll top on our stock trough. No sharp corners. Bottom seams are locked—not rivetted. All joints and seams are widely lapped, locked and soldered. All seams are protected against corrosion by painting with special quality Red Oxide Paint. We manufacture: Stock Tanks, House Tanks, Hog Troughs, Watering Troughs, Wagon Tanks, Gas and Oil Tanks. Get our prices before you place your requirements.

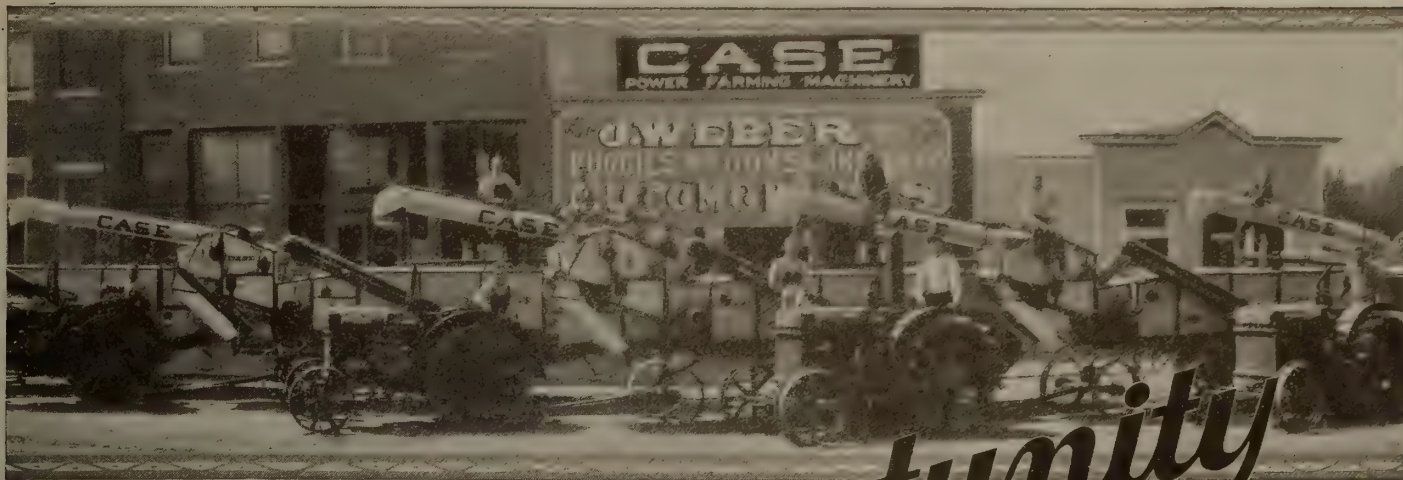
A Sample on Your Floor gets the Trade

The Metallic Roofing Co. of Canada, Limited

797 Notre Dame Avenue

Manufacturers

Winnipeg



Opportunity

A New Sales Opportunity for Progressive Dealers

THE THOUSANDS of tractors sold the last few years have multiplied the opportunities for thresher sales. Nearly every tractor owner is now a thresher prospect.

There are two reasons why Case dealers can get the big share of this business—their opportunity now is greater than it has ever been before.

One reason is the Case Thresher. These machines are made in 7 sizes to meet the requirements of all tractor owners and all farm conditions.

Case Threshers handle every kind of grain and seed satisfactorily. They are efficient, thresh clean and save the grain.

The average life of a Case Thresher is easily 20 years. Most of the first Case steel machines sold in 1904 are still in use and the machines built today are even more durable. Compare this with any other farm machine you sell—this is a great selling advantage.

Every part in a Case machine is made to do its work properly and efficiently. Changing from one kind of grain to another usually does not require more than three simple adjustments and all can be made without stopping—this is a feature that will appeal to farmer threshermen.

The first Case threshing machine was made 80 years ago. Constant development and improvements have made the Case a popular machine in every country where grain is grown and today more Case machines are sold annually than of any other make.

Another advantage now available to aggressive dealers is a new plan for working up thresher sales. This is now ready. See the Case salesman or write for the details of this sales plan. You'll find it is a business getter.

J. I. CASE THRESHING MACHINE COMPANY

Dept. T214

Racine

Wisconsin

Factory Branches: Alberta—Calgary Edmonton. Manitoba—Winnipeg, Brandon.
Saskatchewan—Regina, Saskatoon. Ontario—Toronto.

NOTE: We want the public to know that our plows and harrows are NOT the Case plows and harrows made by the J. I. Case Plow Works Co.



CASE
POWER FARMING
MACHINERY



Shipments and Service


Probably as a result of conditions branch houses and distributors in the farm machinery business make the complaint that many dealers seem to have adopted the policy of waiting for the business to come to them before they consider it advisable to order stocks.

As an example, in the smut machine trade, few stock orders were placed this year, but at the last moment, just before seeding, manufacturers had phone calls and wires from dealers asking that machines be delivered on the rush—or quicker. This condition is anything but satisfactory, to say the least. The manufacturer has to have a large stock of machines of any type made up to meet a demand the size of which he cannot compute. If he does not tie up capital in machines erected and finished, he has to rush them up at the last minute to meet such orders as above mentioned. The result is unsatisfactory service, for which the manufacturer or wholesaler gets blamed.

The function of the implement dealer is service not only in connection with the machines when sold, but in being able to supply them when they are required. Even under present conditions it is not a paying policy to do business without stock, ordering as the customer concludes he wants the machine. If the dealer is to live up to the function he is in business to fulfill he should, if at all possible, make an estimate of his needs in specific lines and should have stocks sufficient to meet the probable demand, with in addition a small surplus for urgency orders.

No estimate of the machine needs of a territory can be gained by guessing at it in the store. The accurate method is to canvass the territory sizing up the equipment and probable needs of the farmers. The probable demand, plus a knowledge of what he has sold in previous years of this or that type of implement, will allow the dealer to make an estimate of his needs which will be of real value.

No man can contract for goods by guess, and guessing is about as futile as the policy of not placing orders at all. What is the ultimate effect of his latter policy? The wholesaler or manufacturer cannot obtain any degree of accurate information from a dealer organization as to what the probable demand for a line of machines will be. In these days of high production



**Western Canada's Only Implement and
Tractor Trade Journal**

DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS, VEHICLES,
ENGINES, AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
 812 CONFEDERATION LIFE BLDG. WINNIPEG, CANADA
 Eastern Canadian Offices:— J. B. Rathbone, 95 King St. E. Toronto;
 317 Transportation Bldg., Montreal.

SUBSCRIPTIONS
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 Change of Advertising Copy should reach this office not later than the 25th of the
 month preceding issue in which insertion is desired.

CORRESPONDENCE
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 evidence of good faith, but not necessarily for publication, every correspondent
 must sign his name. We reserve the right to edit all matter
 submitted but do not undertake to endorse opinions
 expressed by correspondents.

Member Western Canada Press Association
 Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, MAY, 1922

cost it is an expensive matter for the manufacturer to hazard a guess as to the volume of a given line he should make up. They need, and their wholesalers need, the co-operation of the dealer to meet the situation. If the manufacturer adopts the policy of making nothing as no visible demand appears, then when the farmers want the goods they cannot get them, and the industry as a whole is condemned as a result.

It is very true that to-day the farmer will rarely give any definite idea of what his machine needs will be, but it should be the policy of the dealer to point out the alternative possibility that if the manufacturer does not know requirements the machines may not be available. At all events, the dealer should, as a matter of business, have samples of his lines on hand—and in cases even samples have not been evident in retail warehouses.

Last minute orders lead to the dealer complaining about the service he gets from the factory or distributor—but who is initially responsible for the fact that the factory did not know what volume of machines might be required? Each link in the chain of distribution is interdependent—factory, wholesaler and dealer and each factor must work with the other to assure a satisfactory supply of goods.

Poor service on shipments may not be the fault of the wholesale house, but that of the dealer because he made no effort to anticipate the demand. An eleventh hour demand is one of the worst features in the business, either in connection with new machines or repairs.

All reputable factories or distributors do not wish to load up the dealer with goods, but there is an extreme in the matter of not stocking goods which can be followed that will act as a deterrent to the success of the retail dealer. It is a good policy to look ahead, to get out into the territory and try to make as close an estimate as possible of what you will need. Such a visit to the farmers uncovers prospects for many sales you did not know existed; and action is better any old time than sitting in the office and bemoaning the fact that there "aint no sich animal" as business.

Quality Counts

There will always be farmers who will buy Fordson because of the price, but the great mass of farmers will continue to buy those tractors which will serve them best in the long run. Quality counts even to the extent of buying second hand quality goods in preference to cheaper first hand goods.

Sales Possibilities

In preparing for business this year there are a few facts which the dealer should consider. While it is no time to lay in stock without forethought, it is no time to try to do business with an empty warehouse—ordering the goods as the customer is sold them. Such a method invites the loss of business.

Consider the fact that the farmers market is a rising one, and that at to-day's prices he can in most cases make a satisfactory profit. Another fact is that the commodities which the farmer must purchase have been materially decreased in price, in a number of cases below the pre-war level, and in practically all cases the wide spread between the market in which the farmer sells and that in which he purchases has been eliminated. The equilibrium has been restored in very large measure, and this fact has had the effect of putting the farmer in a mental condition that permits him to face the proposition of going into the market in practically a normal fashion.

The Sale of Lighting Plants

Distributors of electric light plants remark upon a live interest being shown in this type of equipment. In selling lighting plants it is always advisable for the dealer to have a sample plant on his floor. If there is on local power plant he uses his sample plant to light his premises, which is an excellent way of demonstrating the efficiency of the outfit.

Lighting plant sales are not confined to the rural demand. In his town the dealer can develop a good business. He can sell installations for store lighting, for halls, schools, churches, etc. There are so many capacities being manufactured that he can always sell a plant to meet the views of the prospect, and these may be either 'belt driven or direct connected.

Demonstration of plants in successful operation is a big factor in developing lighting plant business.

After the dealer has installed some lighting outfits he can prove their utility to his prospect by showing them at work under actual farm conditions. He may say to his farmer prospects that he will take them to these farms. Or maybe the farmer would rather go there alone and get the other farmer's candid opinion of it. In such a case, just tell the prospect to go around to Jones' farm and hear what Jones and

his family have to say about it.

But even then you have not sold an outfit to your prospect. You have only started to get him interested. The next move on your part is to visit his farm.

Is It Economy

Most progressive business men believe in advertising and in the maintenance of sales effort even during periods of dull trade. But all are not of this idea, and the point arises whether it is economy to discontinue sales effort, and to lay off salesmen, because of a too stringent policy of retrenchment.

Business Changes—Personal Items

F. Boothman is now operating a harness business at Mossbank.

J. Wright has commenced in the car business at Morden.

L. B. Prentice is the name of a new dealer at Bladworth.

M. Lefevre is a new garage owner at Swan Lake.

R. Godfrey is the name of a new dealer at Otthon.

Curran Bros. are carrying on a repair shop at Star City.

O. M. Anderson has commenced in the car business at Dubuc.

The Central Garage has been incorporated at Stettler.

The Beaton Hitch Co. Ltd. has been incorporated at Vulcan.

Wallin Bros. are commencing in the business at Rama.

Stewart & Rogers are new dealers at Gadsby.

Gold & Miller succeed Anton Eshpeter at Strome.

W. D. Boomer has opened an automobile business at Milestone.

E. R. Hartwick is the owner of a new machine and implement warehouse at Compeer.

The Liberty Machine Works Ltd., has been incorporated at Edmonton.

McKone & Cameron, auto dealers, Vermillion, are succeeded by McKone Bros.

The Harder Carburetor Co., Ltd. has been incorporated at Winnipeg.

Greys Motors Ltd., Winnipeg, have leased their plant to the White Motor Truck Co.

The Muenster Motor Co., Ltd. has been taken over by Jos. Bergerman.

Th Goodyear Tire & Rubber Co. of Canada have opened a branch at Fort William.

The Langley Service Garage at Langley Prairie has been taken over by R. Heatherman.

To many business men, a period of depression, such as that which we have been going through, means the cutting down of selling appropriations and a ruthless slashing of advertising. It takes courage for the directors of a business to spend money for advertising when their collections are slow and when it requires all the cash which can be scraped up to keep the machinery moving. Nevertheless, the men who have already been through such times before and those who have the judgment and the vision which make successes know that it is only by aggressiveness in selling and in advertising that they can gain the advantage in the years to come.

W. T. Moore & Son have sold out their car and equipment business at Rouleau.

John Baldwin, implement dealer at Tilston, has sold out to W. F. Pichard.

Gregory & Wylie are commencing in the automobile business at East End.

The Eyebrow Garage & Machine Shop opened for business recently.

McArthur, Gardner & Pledger are operating an automobile business and garage at Kennedy.

Tate & Gunn have commenced business in the implement trade at Weyburn.

A. M. Thumm has commenced in a new implement warehouse at Prelate.

Neff & Dewhurst have commenced in the farm machinery business at Suffield.

J. L. Campbell has discontinued his automobile agency business in Sunnynook.

N. Johnson has opened an auto and tractor repair business at Retlaw.

Schneider & Kaminiski have commenced business at Bruderheim.

Frank Jacobs has moved his auto business from Forestburg to Heisler.

An implement dealer named Holestein has commenced business at Rhein.

A. F. Isaacson now has sole control of the Eckville Garage, at Eckville.

Parker and Berry, dealers at Seven Persons, have dissolved partnership.

Miller & Baron, dealers at Stony Plain, suffered fire loss recently.

Kienke & Krenke have added to their implement business at Southey.

Robt. Curran is the owner of an automobile concern at Penzance.

McColl Bros., wholesale oil dealers, have opened a branch at Saskatoon.

H. E. Grosslag, implement dealer at Leask, has sold out in that town to C. Riffer.

M. J. Graham has sold out his automobile business at Leader to W. Pollock.

R. McQuarrie suffered fire loss in his auto business at Madison last month.

J. Cail succeeds McNichol and Arneson in an auto concern at Tompkins.

W. J. Elliott has commenced in the auto and tractor repair business at Sandy Lake.

A dealer named Stockholm is reported to have opened a store at Kincaid.

Doak & Dobson are now operating an auto business at Glen Ewen.

W. J. Dinner has commenced in the tractor and car business at Conquest.

Goulet & Plante succeed Dupasquier Bros. in an auto business at St. Claude.

W. A. Webster, garage man at Rivers, has sold out his livery business in that town.

F. L. Anderson is the owner of an automobile and tractor repair business at Pilot Mound.

H. A. Marwood has commenced in the automobile business at Cypress River.

Tyerman & Co. are organized to carry in an auto and tractor repair business at Dauphin.

B. Baker of the Canadian Tillsoil Motors Co. Ltd. was a visitor to Regina last month.

Quenett & Marvin have opened a tractor and car business at Penzance.

M. Johnson, of the La Crosse Plow Co., spent a week in Winnipeg during the past month.

The Western Specialties Manufacturing Agencies has been incorporated at Moose Jaw with a capital of \$20,000.

S. Koch, manager of Gilson Products, Ltd., Winnipeg, spent some time in Manitoba territory last month.

Thos. Plimely, an automobile dealer at Victoria, has reorganized his business as a limited liability company.

H. F. Anderson, manager of the Anderson-Roe Co., Winnipeg, recently returned from a business visit to Regina.

N. S. Graham and J. Lee have dissolved partnership in the Imperial Motor and Machine Co., Imperial.

G. W. Rowe, of the Petrie Mfg. Co., Winnipeg, spent a

few days at Milwaukee plant of the company last month.

The Jones Tractor & Implement Co., Regina, has been dissolved according to a notice issued recently.

Lewis & Scott, implement dealers at Ridgedale, report a good improvement in business in their territory.

R. E. Thompson is reported to have discontinued his implement and tractor business at Strassbourg.

Foster & Wheeler have discontinued their automobile business at Bashaw, selling out to M. Whitecotton.

Boyko & Savelieff, garage owners at Hafford, have dissolved partnership in that town. The latter partner will continue the business.

J. Cross, sales manager of the Cushman Motor Works of Canada, Ltd. will leave shortly on a business visit to points in Saskatchewan.

R. Border, an implement dealer at Ebenezer, has sold out his interests in that town to Clark Bros. He will continue his lumber yard.

Kalmakoff & Ostoforoff implement dealers at Kamsack, have dissolved partnership. Mr. Kalmakoff will control the business in future.

Hegy & Christenson, implement dealers and garage owners at Allan, have dissolved partnership. Mr. Hegy continues the business.

G. H. Hanley, the well known implement dealer at Brandon, has sold out in that town to Baker Bros. We wish the boys success in their future venture.

Pidcock, Willemar & Wain, automobile and tractor dealers at Courtenay, B. C. have dissolved partnership. George Pidcock continues the business.

The Hudkins Plow Company have commenced an implement business at Alix. In the same town, Smith's Garage has been taken over by Smith & Williamson.

John Haider has sold out his implement business and garage at Edenwold. In the same centre C. Tremblay has commenced in the implement and automobile business.

Jacob Masciuh for some years an implement dealer at Ethelbert dropped dead in Dauphin on April 14th. Deceased had been in poor health for some time, and was in his 65th year.

H. A. Coffman, manager of the Hart Grain Weigher Co., Peoria, Ill. was a recent business visitor to Winnipeg. He also spent some time at Portage and Regina.

T. Roney, manager at Winnipeg for the Minneapolis Threshing Machine Co., spent a week in Manitoba territory early in the month.

Mr. Dowling, manager of the Winnipeg branch of the Brantford Cordage Co., reports a good demand for the binder twine manufactured by this Canadian firm.

W. E. Willis, general manager of the Aultman-Taylor Machinery Co., Mansfield, Ohio, visited the Western Canadian branch of the company at Portage la Prairie last month.

J. Redden, manager of the Winnipeg branch of the J. I. Case Threshing Machine Co., returned recently from a visit to his old home in the Maritime Provinces.

Branch Manager Wanted

We want immediately a first-class man with a thorough knowledge of the Retail Implement Business, and a fair knowledge of Lumber, to take charge of one of our branches. Good prospects for the right man. Send us particulars of your experience at once. Address: Box 62 CANADIAN FARM IMPLEMENTS, WINNIPEG.

E. S. Strachan, western manager of the Swedish Separator Co., Montreal, visited the trade in Northern Sask. during the last week in April. He reports the outlook good for separator business this season.

The Eagle Land Clearing Co. has been incorporated at Dauphin with a capital of \$250,000 to take over the business in the production of special machinery for land clearance formerly operated by J. R. Eagle.

Cheyne & Anderson are opening for business in a new garage and tractor repair shop at Naicam. T. J. Cheyne will be manager of the enterprise, and R. W. Hodgson will be mechanical expert for the firm.

A. M. Dixon, manager of the Burd Ring Sales Co., Winnipeg, recently returned from a visit to the Burd Ring factories at Rockford, Ill. He reports business quiet in the United States, but has a good demand for Burd rings from the Canadian West.

J. P. Gregg, North-Western sales manager of the Hart-Parr Company, Charles City, Iowa, has been in Winnipeg at the Company's branch for the past month. Mr. Gregg has been out through the territory and is optimistic as regards tractor trade possibilities for the coming sea-

son. He states that the plant at Charles City is busy.

Mr. Fallon, Manager of the Minneapolis branch of the B. F. Avery & Sons Co., whose factories are at Louisville, Ky., made an extended tour through the Canadian west recently. Mr. Fallon was investigating the trade possibilities of the territory for the tillage lines produced by his company.

Jackson Visits Canadian West

A. T. Jackson, general manager of the Emerson-Brantingham Implement Co., Rockford, Ill. paid a visit to Regina and Winnipeg during the last week in April. Mr. Jackson conferred with the heads of the Anderson-Roe Co., Ltd., who distribute the E-B line throughout Western Canada.

On the 29th he met the following members of the Anderson-Roe organization at Regina: H. F. Anderson, Winnipeg; S. H. Roe, Calgary branch; Chas. Roe, manager at Regina and J. E. Tyson, manager of the Edmonton branch. Mr. Jackson who has been covering points in the Northwestern states, reports a considerable improvement in business across the line.

Canadian Holt Company Develops Industrial Demand

The business of the Canadian Holt Co., Ltd., in the prairie provinces will be at 608 Pacific Bldg., Vancouver. In Calgary the Caterpillar business will be handled by the Union Iron & Foundry Co., Ltd., who stock Caterpillar tractors and repairs. In British Columbia the Holt organization are developing a good demand in the lumber areas for their 10-ton tractor, which is used to a great extent for logging in the North-Western States.

Advance-Rumely Busy

Officials of the Advance-Rumely Co., at Laporte, Ind., announce that they will immediately increase their force of employees in the tractor division of the company 50 per cent while the separator division will employ about 30 per cent additional help.

International Harvester Experts to Aid Manitoba

Three well-known members of the Agricultural Extension Department of the International Harvester Company are coming to Canada to assist the Provisional Department of Agriculture of Manitoba in conducting ment and better farming campaign and better farming campaign in that Province.

Prof. P. G. Holden, field director of the company's extension department has or 30 years been one of America's greatest agricultural leaders. Miss Stella Wigent is an authority on home and school work and is a specialist in home economics, poultry, etc. The third speaker is J. G. Harvey, superintendent of the company's demonstration farms in the Dakotas. A farmer since 1874 he is an authority on such points as corn, alfalfa, clover, silage crops, live stock, crop rotation, etc. His interesting book on diversified farming as the solution for Western Canadian farming is reviewed in this issue.

Two special trains, each carrying a crew of lecturers started from Winnipeg May 1st, one over the Canadian Pacific and the other over the Canadian Northern. The campaign will last 26 days and every section of Manitoba will be visited. Prof. Holden will be among the speakers on the Canadian Northern and Miss Wigent and Mr. Haney among those on the Canadian Pacific.

The Agricultural Extension Department of the International Harvester Company has done wonderful work in helping to improve the agricultural conditions in the United States, but this is the first time the department has been able to comply with a request to assist in campaign work in Canada.

Looking For Russian Trade

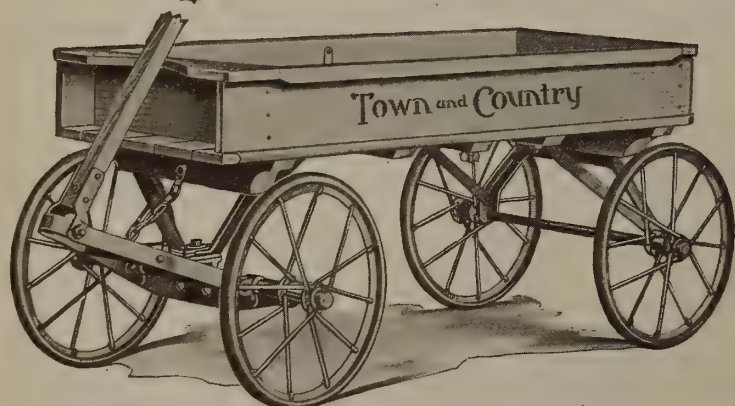
A press report from Riga states that Deere & Co., the Moline Plow Co., the General Motors Corp., the J. I. Case T. M. Co., and the Ford Motor Co., have sent representatives on a trade-seeking mission to Russia.

Big Sales for this Line—in Both Your Town and Territory

Twin City Coaster Wagons



In Three Sizes. Steel Gears.
The Strongest Coaster Built



The latest addition to the Twin City Line. A simple strong and durable wagon that will sell quickly in your district. Gears are open-hearth steel. Steel Wheels, 11x3/4 inch, with pressed steel hubs. Tangent spokes. Can be supplied with rubber tires if desired. Reinforced axles are polished steel. Easy-running bearings. Strong hardwood box, attractively painted and finished.

We also manufacture Summer Toboggan Coaster Wagons, 45 inchse long—an entirely new line. You can make big money handling our wagons.

Twin City Wheelbarrows for Farm and General Use. Get our Prices

A complete line of steel and wood wheelbarrows that meet any competition. Send for particulars.

Don't delay. Get samples on your floor—now.

Twine City Line of Fanning Mills will be Bigger and Better than ever this year.

THE TWIN CITY SEPARATOR CO., Ltd.
QUELCH STREET - - - WINNIPEG, MAN.

PUMPS

AND

Clothes Reels

Made in the best equipped factory in Canada.

We make and handle pumps for all kinds of work.

We also install hydro-pneumatic Farm Water systems.



SUCCESSORS TO

The Riesberry Pump Co.

(Established 1882)

WRITE FOR DEALERS' PRICES

North-West Pump Co.

T. N. WILLIAMSON

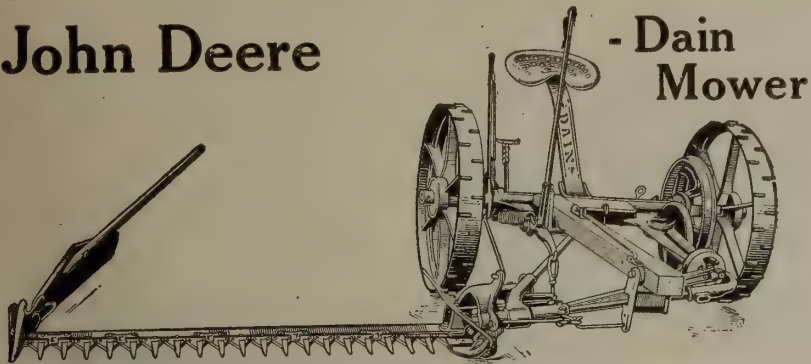
W. J. MERRELL

Phone 607

19-6th Street Brandon, Man.

John Deere and the Hay Crop

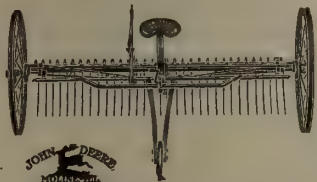
John Deere



- Dain
Mower

Will cut all the hay on any ground over which a mower can be operated, and will cut with less draft and wear than the ordinary mower. Strong hickory pitman is extra long, giving a more powerful stroke than is possible with the ordinary short pitman. A heavy drag bar fully protects the pitman from breakage especially when working in stump or rough ground.

Special, easily accessible drive gears and finest quality material at all points of friction, make this one of the most easily operated and long lived motors ever used in hay harvesting. PLAIN LIFT, 5 foot cut, with regular truck.

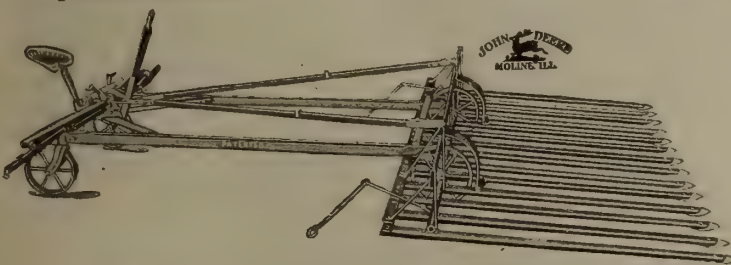


John Deere
Sulky Rake

Is guaranteed to do every class of work required of a sulky rake, and do it in perfect shape. Built almost entirely of steel, with principal working parts reversible, it will do its job and stick to it longer and with less repair than any ordinary hay rake. Axles are cold rolled and slightly arched, giving the wheels correct pitch. Fifty-four inch wheels can be interchanged. Dump rods are reversible and number of teeth can be varied for fine or coarse raking.

Dain Power Lift Rake

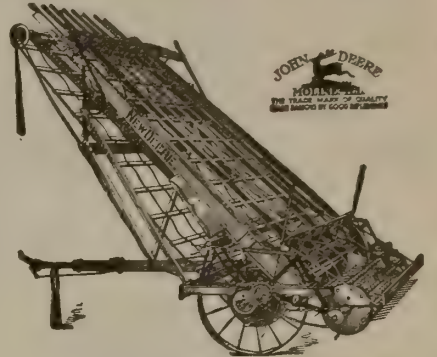
Pressure on foot lever instantly causes the draft of the team to raise the loaded teeth and lock at full height. Pressure on teeth can be relieved or extra pressure as desired.



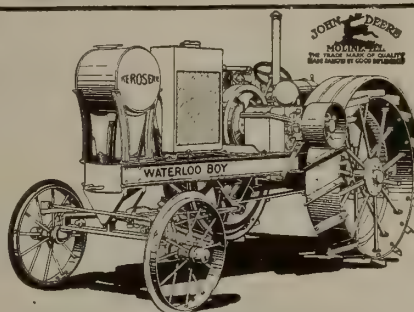
This rake can be operated close to fences, ditches, and other obstructions, because the horses walk back of the teeth. Will pass through the ordinary farm gate without difficulty.

The New Deere Hay Loader

Successfully handles the lightest swath to the heaviest windrow. The loader with the Flexible, Floating, gathering cylinder. Two cylinders are used. The floating, gathering cylinder does not dig into the ground surface, but gathers the clean hay with a minimum of trash. It is thickly studded with flexible fingers, which constantly rake the meadow surface the entire



width of the loader. Extremely light draft. Wheelbarrow mounting of ground wheels prevents sagging or spreading and weight is evenly distributed. Made in 8 foot size, with or without fore-carriage.

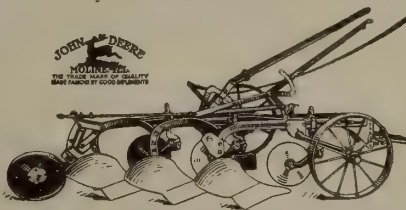


WATERLOO BOY
Kerosene Tractor

By unanimous consent of the men who have handled it is the finest all-round everyman's tractor operating today. It carries a big and unblemished record and 1922 model has several improvements on its predecessors.

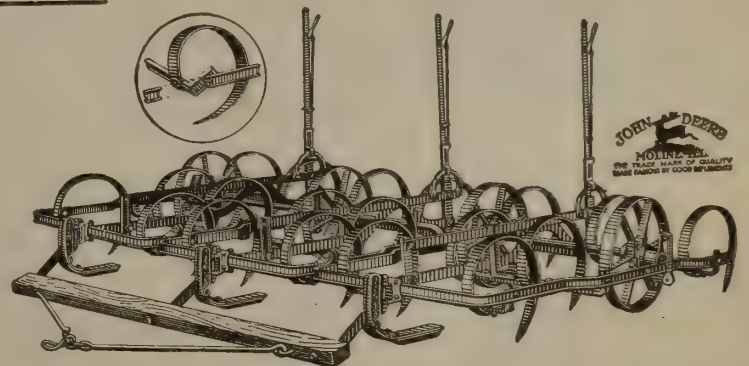
Further—there is a \$600 reduction in its price as compared with 1921. You cannot do a finer stroke for immediate or prospective business than in handling this wonderful 12-25 h.p. tractor with its own and no less perfect complement, the

JOHN DEERE, No. 5
3-BOTTOM
Gang Plow



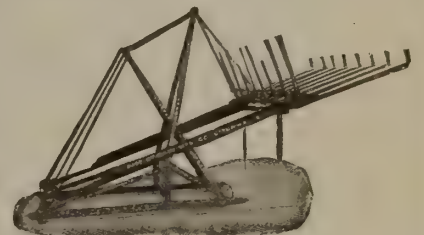
Certain Death on Quack Grass

The one implement in existence that will successfully deal with Quack Grass, etc. Made in 2, 3 and 4 sections, cutting 5-ft. 10, 8-ft. 8 and 11-ft. 6, respectively.



John Deere

Junior Stacker



Is the leading over-shot stacker in the market today. It delivers hay to centre of stack from bottom or top of stack. "Junior" lifts 500 to 750 pounds of hay per load, building stacks 22 to 26 feet high. Easily moved because of its exceptional mountings. One horse can pull it. Get structural details and the many exclusive and valuable features of this fine haying tool with its splendid record of service.

John Deere Syracuse Weed Destroyer

Is a "dead shot" on quack grass and other creeping weed pests. At the same time it makes a perfect seed-bed, digs to the bottom, mixes all of the soil and pulverizes the clods. Spring teeth are specially shaped for penetration and digging. They simply cannot miss the underground lateral root systems of such weeds as Quack Grass, Canada and Sow Thistle, etc.

JOHN DEERE PLOW COMPANY LTD.

Winnipeg

Regina

Saskatoon

Calgary

Edmonton

Lethbridge

Allis-Chalmers Show good Profits

The financial statement of the Allis-Chalmers Mfg. Co., Milwaukee, Wis., shows that in 1921 the company had net profits of \$2,215,467 as compared with \$3,564,268 in 1920.

After paying dividends of 7 per cent on the \$16,500,000 preferred stock there was a balance of \$1,060,467 for the \$26,000,000 common stock, equivalent to 4.07 per cent. The balance sheet shows the company in a strong position, with total current and working assets of \$27,985,200 and total current liabilities of only \$3,990,538. From the gross earnings of 1921 approximately \$3,850,000 was taken for capital additions, depreciation and reduction of inventory. The company's surplus at the end of 1921 was \$11,966,622.

Tractor Runs Thresher and Baler

In the photograph shown, W. S. Casebolt, Poplar Bluff, Missouri, kills two birds with one stone. He is using his complete Case outfit, threshing peas and baling the pea hay in one operation. The tractor is a Case 10-18 h.p., the thresher a Case 22x36, and the baler a Case 17x22.

In this particular stunt the peas on the vines go in at the

front end, and about "mid-ship" the peas come rolling down the spout into the awaiting bags, and at the rear of the rig, neat, uniform bales of pea hay are delivered ready for easy transportation.

Mr. Casebolt was very much enthused over the manner in



Saving Money by Threshing and Baling at the Same Time

which the power furnished by his tractor handled the double job, thus saving him a great deal of labor, time and money. All pieces of machinery in this layout were placed in just exactly the right position to reduce the labor of handling to a minimum. You will note that the stack is right along side of the thresher, which makes pitching into the feeder easy, and that the baler is located directly under the wind-stacker hood—in fact all of the comforts of home. The baler was driven by a belt taking power from an extra pulley on the wind stacker shaft.

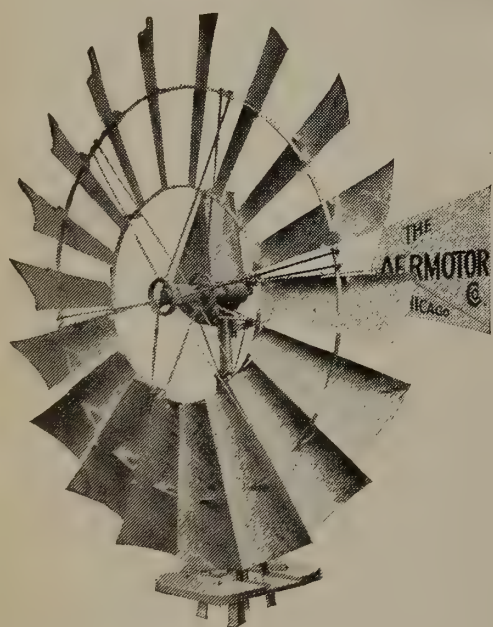
Getting Repair Information

The demands upon our information section regarding the repair sources for different types of machines have been exceptionally heavy this spring, which means that the dealers through-

sible the name of the maker. This will greatly facilitate the process of getting in touch with the factory or the nearest repair source. Whenever you come up against a repair demand and are unacquainted with the source of supply, sit down and write us. We have complete information along this line which can be of assistance to you, and your enquiry will be replied to, if at all possible, on the day we receive same.

The "Better Way of Milking"

The De Laval Separator Co., New York, recently issued a new book of 24 pages, entitled "The Better Way of Milking". This new book is beyond doubt the finest piece of advertising literature so far issued by any dairy equipment company. It is printed throughout in gravure, and consists largely of splendid photographic reproductions. The text is largely statements from users of the De Laval Milking Machine. Illustrations and statements from De Laval Milker users from thirty states and from Canada are represented in this book. All sizes of herds, all kinds of cows, from grades to champions, and all kinds of barns are shown in this book—all of which will impress the reader that the De Laval



PROFITS

Every month of the year
Selling the

Auto-Oiled Aermotor

We believe that more real profit is made from the sale of Aermotors than any other line of farm equipment. The discount to the dealer is liberal and he doesn't have to spend all of his profit in running back to make the outfit satisfactory. The Auto-Oiled Aermotor, when once properly erected, requires no further attention from the dealer.

REMEMBER that the Auto-Oiled Aermotor is the genuine double-gear, self-oiling windmill, with gears inclosed and running in oil. Oil it once a year and it is always oiled. After 7 years of use in every part of the world, it has proven its ability to run 2 or 3 years, or even longer, with one oiling and without its ever being necessary for anyone to go on the tower.

The Aermotor gives more service, with less attention, than any other piece of machinery on the farm. The Aermotor is skillfully designed, well made, and backed by a company which has a reputation for doing things right.

If there isn't a live Aermotor dealer in your town, write us today

Aermotor Company,
2500 Roosevelt Road, Chicago, Ill., U.S.A.

Milker is a nation-wide and generally accepted proposition.

Interested dealers can obtain supplies of this publication from the De Laval Company at Winnipeg, Edmonton or Vancouver.

Reliable Equipment Needed for Tours

The usual summer discussion regarding roads and tours, heard wherever motorists get together reminds us of Perry Gomery's search for a Canadian transcontinental motor route. There are seven transcontinental motor routes in the U. S., but none in Canada.

Gomery's was the first attempt to cross Canada from east to west in a car. His route was by the Ottawa River, across Sault Ste. Marie, thence to Duluth and Winnipeg, across the prairies until he passed the Great Divide and the main range of the Rockies. At Cranbrook he steered south and travelled several hundred miles through the state of Washington, arriving at Vancouver in 36 days.

In describing his equipment, Mr. Gomery says:

In selecting the brand of tire for this gruelling test, I would advise against any unknown brand. If you buy tires that cannot afford to be bad, you have hitched your wagon to a star, or, to be strictly correct, stars to your wagon. Even the tires that come on a new car may not be good enough.

"Before leaving Montreal, I had new 'Gutta Percha' Cross-Tread Tires all round and two spares. I gave them a square deal, which is more than tires usually get. At Winnipeg I had them thoroughly inspected and did the same for them in my own way frequently. The result I am almost—but not quite—too modest to state. In the recorded run of 3,370 miles, plus mileage expense of losing the trail (which we did almost every day), side trips, etc., making a total mileage of 3,840, I experienced with those 'Gutta Percha' tires not a single puncture.

"After the collision I had with the telephone company's car in the Crow's Nest Pass, I found a front casing and tube badly damaged, but with this exception I arrived at Vancouver on the same tires with which I started. Chains were used twenty to fifty miles at a stretch, and every conceivable shape and form of stone was encountered for long distances. If I established no other record, I am of opinion that I have one in tires."

A Rotary Cultivator for Weed Killing

Western Implements, Winnipeg, are now in production on their line of Gardiner rotary cultivators, which are machines of novel design. It is claimed by the manufacturers that the ordinary cultivator only partly accomplishes the work, as it does not pull out the weeds spreading them on top of the soil so the sun can destroy them and so prevent re-growth.

Their cultivator consists of a strong triangular frame to which

is connected transportation wheels at the three corners. From the frame are suspended ten or more large rotary open discs with cutting edges. These are attached to a formed axle and are spring mounted. The disc are adjustable to any desired angle by hand levers, and it is claimed that they thoroughly clean and cultivate the land to a depth that provides a good

seed bed. The open discs have a flat spoke and sharp cutting edge. They pull out or cut off the weeds at the roots, at the depth set, and spread them above the ground so that they are exposed and sun-killed. It is stated that this implement has given excellent results in the extermination of noxious weeds such as sow thistle, Canada thistle and quack grass.

The sizes now made by the company are for a four-horse team, a six horse team and a tractor. The latter has sixteen discs and can be handled by a 10-20 h. p. engine.

A suicide blonde is one who has dyed by her own hand.

Many run fast enough but not soon enough.



Good Business For You!

Your customers' power farming equipment will give better satisfaction and longer service when lubricated with the proper grades of Imperial Polarine Motor Oils. Our Chart of Recommendations is a sure guide which enables implement dealers to sell oil in the easiest and most profitable way to truck, tractor and automobile owners.

Imperial Farm Lubricants are just as ideally suited to the lubrication of all general types of farm machinery. There are grades particularly adapted to the needs of practically every machine you sell and every tool in use on the modern farm.

Advertising campaigns now running in leading farm papers will augment the demand for Imperial products this season. You can turn this business in your territory **into your business** if you stock the widely-known "Imperial" brands and make your store "Lubrication Headquarters."

Let our salesman tell you about our profitable new dealer agreement.

Imperial Oil Limited

Canadian Company Canadian Workmen
Canadian Capital



New Avery Circular

The Avery company, Peoria, Ill., recently issued a new general line circular describing the complete line of motor farming threshing, hauling, road building and maintenance machinery for 1922. Besides Avery tractors and threshers, dealers will be inter-

ested in the Avery special road tractor, Avery speed truck and Avery skid motor. The circular can be had from the Canadian Avery Co., Winnipeg or Regina.

The Economic Maintenance of Roads

The Sawyer-Massey Company through its Western Branch houses, are issuing a series of attractive folders describing their line of road graders, maintainers and levellers. The Sawyer-Massey No. 4 grader is completely illustrated this being a 6 foot machine of strong construction with a wide range of adjustments so that the moldboard can be revolved in a complete circle, permitting use as a packer.

The Sawyer-Massey adjustable drag is another interesting machine with 8-foot blades which are adjustable to produce a shearing cut or to accomplish a levelling or packing effect. Other lines are the Sawyer-Massey all-steel road drags, large graders, No. 2 Junior graders and No. 8 graders with engine hitch. Complete details can be had from the company at Winnipeg, Regina, Saskatoon or Calgary.

Business in the U. S. Improves

Reports from factories in the United States shows that there has been a decided change in attitude with both farmers and dealers, especially during the last sixty days and particularly since the first of March.

A stronger feeling of optimism is apparent for the future and many farmers and dealers who were holding to a wait-

ing policy are coming along in good shape—with a good outlook as regards future prospects. In practically all lines considerable increased activity is apparent in interest and inquiries with in many cases an actual sales increase. Small engine business shows a great improvement in central territory and the demand for tillage tools was satisfactory.

Publication Changes Address

"Farm Implement News," Chicago, Ill., have left their old offices in the Masonic Bldg., Chicago, after being located in that building for over twenty-three years. They are now publishing in new premises at 431 South Dearborn St., Chicago. Our good friends were confronted with a 140 per cent increase in rent—so had to move. The cost of production certainly shows no decline to publishers.

Company File Petition

The New Owatonna Mfg. Co., Winona, Minn., has had filed an involuntary petition in bankruptcy, with total liabilities placed at \$145,000. The company manufactured grain drills and ensilage machinery. Under the name of Owatonna Manufacturing Company, the business was carried on at Owatonna for many years, the principal product being Owatonna seeders and drills.

The Buggy Comes Back

The Anderson-Roe Co., Winnipeg, distributors in Western Canada of Emerson-Brantingham lines, report a good interest in buggies this season. They are handling the E-B No. 134 wide auto seat buggy, a job with a 25x56 inch body, nicely trimmed and with a steel twin design seat. The auto style top can be lowered from the seat with the side curtains attached. In this buggy a 15/16 inch gear is no-

ticeable, with Sheldon axles, 3-inch in the arch. Sheldon springs are used front and rear, and Sarven patented wheels, 40-44 inch height. The body, gear and seat are finished in black.

The company are also selling the E-B combination spring wagon, a sturdy rig with 30x90 inch body. Double removable seats and climax gear construction are used in this spring wagon which is a good type for farm use.

C. P. R. Earnings

The Canadian Pacific Railway Company earned 11.5 per cent. on its \$260,000,000 common capitalization for the year ended Dec. 31st, 1921, according to figures made public by the company recently. This compares with 11.4 per cent. 1920; 10.8 per cent. in 1920; 10.8 per cent. in 1919; 10.97 per cent. in 1920; 10.8 in 1919; 10.97 in per cent. in 1918; 15.89 per cent. in 1917; and 16.76 per cent. in 1916.

Engine Fuel at 8c Per Gallon

Scientists have made so many promises of cheaper engine fuel that the opening up of a new industry for the production of a new type of engine fuel will be welcomed.

North Borneo, in the East Indies, is thickly covered with forests of a tree called the Nipa palm. It is an established fact that an acre of ground planted with this palm yields 250 gallons of alcohol-like spirit a year, so that the possibilities of the new industry are practically unlimited. Under existing conditions it could be produced at a cost of about 8c per gallon. Most of the trees belong to the natives.

The use of Nipa palm for motor fuel is by no means new, although up to the present the only place in which it has been tried on anything approaching a commercial scale, is in the Philippine Islands. It is stated that the fuel causes no carbonization whatever. That alone should recommend it to all automobile users. It considerably minimizes engine trouble, has slightly greater power, and produces quite as much mileage as gasoline. Any engine can be changed over from gasoline to nipa palm spirit with practically no adjustment whatever. In fact, the only change is that slightly more air is needed.

Nipa spirit has no odor and, at its present production price could be sold the car, tractor or engine owner at 25c per gallon.



OIL WAGON TANKS

At New Reduced Prices
Make Money For
Enterprising Dealers

Write

**Western Steel
Products Ltd.**

Winnipeg, Man.
Calgary, Alta.

Regina, Sask.
Edmonton, Alta.

E-Z-WAY GATE FASTENERS

A Fast-Selling Specialty For Dealers



Simple Lever Action
A Child can Open
and Close it in an
Instant. No tugging
at a post and
wire loop. Retail
Price only \$1.85.



Old Way

E-Z-Way

Lay in a Stock—Sell on Sight—Good Profits

Dealers:—Write for Wholesale Prices.

Your opportunity for big business. Quick selling. Turn any old woven wire gate into a strong, rigid gate that equals the best steel gate made. It took a strong man to open and close the old wire gate—but a child can handle the E-Z-Way fastened gate. And this fastener only costs \$1.85. Order a supply—NOW.

Dealers:—We carry Repairs for Practically All Makes of Buggies. Send us your Requirements.

For Particulars, Prices and Liberal Agency Offer, write
Western Canadian Distributors

F. N. McDonald & Co.

156 Princess Street

WINNIPEG, MAN.

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

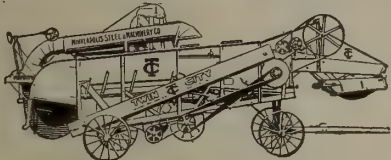
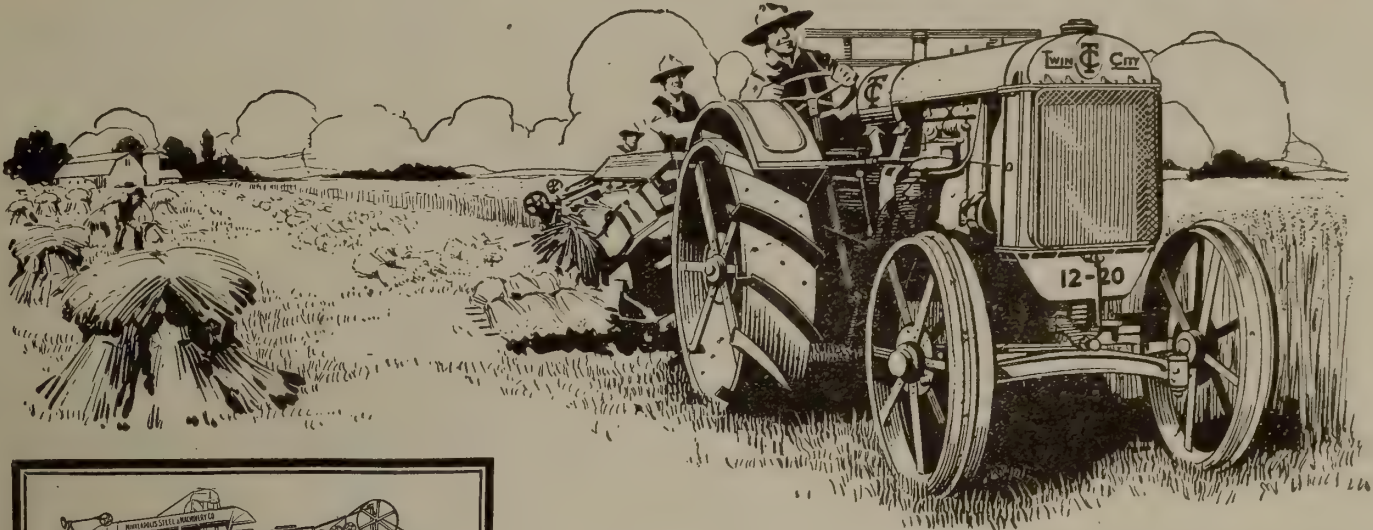
We will let you have all information promptly.

The STOVEL CO. Ltd.

A Complete Printing Service

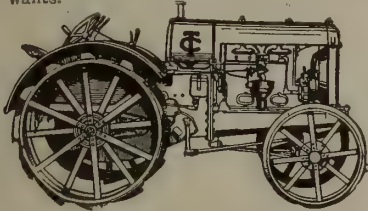
BANNATYNE AVE. WINNIPEG

The 1922 Crop Is on the Way



Twin City All-Steel threshers are made in four sizes: 22-42, 28-48, 32-52 and 36-60. Twin City Junior threshers are made in three sizes: 22-36, 24-42 and 28-46.

The Twin City Junior line which we are just putting on the market makes our line so complete that every Twin City dealer can furnish exactly what his customer wants.



Twin City 12-20 with 16-valve (valve-in-head) engine. High-grade alloy steels. Surplus power with light weight and low fuel cost. Other Twin City sizes are the 20-35 and the 40-65.



Twin City Trucks—2-ton and 3½-ton. Both sizes may be equipped with dump, stake, farm or express bodies.

Get Ready for Business

Better prices for farm products have put new life into the entire business situation. Bank deposits have increased in agricultural communities—and best, of all—*confidence is returning.*

Twin City sales are increasing every day—which proves Twin City dependability and fair prices.

A Full Line to Sell

This complete line, tractors—threshers—trucks, meets every farm power need. It gives the advantage of a complete farm power line served by one big organization with a branch house always within phone call.

Write today for catalogs and complete facts regarding the 1922 TWIN CITY line, contract, discounts, advertising and sales helps.

**MINNEAPOLIS STEEL & MACHINERY CO.
OF CANADA, LTD.**

WINNIPEG, MAN.

REGINA, SASK.

CALGARY, ALTA.

TWIN

Power Farming



CITY

Equipment

"Diversified Farming is Safe Farming."

The International Harvester Co. of Canada have issued a new 32 page booklet with the above title and we have read few publications which give more plainly and tersely the need for remedying farm practice in the Canadian West which are proven to be reducing the productive power of the soil.

Today, as this excellent book by J. J. Haney, superintendent of the Demonstration farms of the Harvester Company, points out the Canadian west needs a more diversified system of farming. We need more people and

smaller farms, more cultivated and legume crops—more beef and dairy cattle—more hogs, sheep and poultry and beyond all, better crop rotation.

This publication asserts in an educational campaign by the company to spread the gospel of diversified farming, we must change our system from the one crop idea—give the soil fair treatment and get better yields from our old land.

The dealer who does not appreciate the fact for educating the farmer along this line should think of the statement of President Bracken, of the Manitoba Agricultural College, who says that in three decades the average yield of wheat in Manitoba has dropped from 19 bushels to 15 bushels per acre. Germany produces an average of 33 bushels per acre. It is true that Western Canada produces per capita more wheat than any other part of the world, as our unit of production is not the acre but the man.

In Manitoba the soil on an average has deteriorated 20 per cent. under the method of farming followed for the past 30 years. We must have diversification of

crops; some adaptation of the principle of crop rotation as practiced in Great Britain; and the elevation of livestock raising from a sideline to a main issue. The old conviction is absolutely erroneous that our soil is of such exceptional quality that it could be cropped year after year; with an occasional summer fallow, without losing its productiveness.

Rust, insect pests and weeds have cost the farmers of Manitoba on an average thirty-two million dollars a year for the past five years. An estimate put out by a statistician connected with the Grain Exchange placed the cash return for the past year to the Manitoba farmers for their grain crops at forty million dollars. Reading the two calculations together it would appear that last year the deductions from these sources—rust, weeds and insects—fell not far short of the total remaining value. These difficulties are not removable in a day. Let us start now.

This interesting booklet which it will pay every dealer and farmer to read, can be had free of charge from any International Harvester branch house in the Canadian West. It contains suggestions and advice which merit the close consideration of the farmer. Let no dealer forget that diversified farming, more stock, and proper crop rotation will result in increased prosperity which will ultimately benefit every rural community and every merchant.

In the southern part of Manitoba, in the Red River Valley, there are already many farms, once prosperous, but now practically abandoned so far as crop production is concerned. Unless some change is made this condition will prevail in other Prairie Provinces. When agriculture declines the first to be affected is the implement industry.

Twin City Announces New Thresher

The Twin City Co., Minneapolis, are issuing new attractive wall hangers, finely colored. One illustrates their Twin City tractor and their thresher, shown in section, the other depicts the new Twin City Junior Thresher, which is built in three sizes, 22x36, 26x42, and 28x46. In commenting on the new thresher the company states:

"To the farmer who wants a small machine with big capacity to thresh, separate, clean and save all grains and seeds, we offer the TWIN CITY 22x36. With this machine he can thresh his own crops and then thresh

for a few of his neighbors. A two plow tractor nearly any make will furnish sufficient power to properly operate. The 24x42 and 28x46 are suited to neighborhood and custom work. They possess all of the qualities for big capacity, thorough, fast, clean work and the strength of their construction insures long life."

These threshers are made of carefully selected lumber and are of exceptionally strong design. The prices are stated to be in line with those of the manufacturers of this type of separator. Complete specifications will be shown in a catalogue which the company will issue soon. The Twin City Co. anticipates a big sale of threshing machines this year and is urging its dealers to get ready.

Avoiding Tire Troubles

The Armored Inner Tire Co. of Canada, 216 Bannatyne Ave., Winnipeg, report a good demand for their line of armored tires. They state that many doctors and business men who have to travel over all conditions of road surface strongly endorse the economy of their tires, which are also being sold by the Ashdown Hardware Co.

This inner tire is claimed to absolutely prevent punctures and blowouts. They have been on the market for over four years and have been tested over all kinds of road and owners state that they have pulled out nails, tacks, glass and every conceivable cause for punctures from the covers, yet the car ran along with no trouble.

This inner tire is said to go into the casing as readily as an inner tube. It is made of fabric, the finest Para rubber and patented inter-connecting steel discs. Fabric is on the outside, three plies of rubber inside, and between them lie outer and inner armored plates, flexible, overlapping discs or pliable steel. The whole—fabric rubber and plates—are vulcanized into a resilient casing on which the car rides like a feather. Extreme pressure of air in the tires is not necessary.

Proctor in New Post

R. H. Proctor, for several years manager of the Northern Rock Island Plow Co., Minneapolis, and latterly sales manager of the Owatonna Mfg. Co., has accepted a position with the Holt Manufacturing Co., Peoria, Ill., in the sales department. He will have charge of sales correspondence under H. B. Baker, sales manager.

FOR SALE

15" Cylinder Pulleys, 1 5/8" bore, 7 1/2" diameter, 8" face. Price \$5.00 each.

30 Cylinder Pulleys 2 3/16" bore, 10 1/2" diameter, 8" face. Price \$6.00 each.

All Pulleys leather lagged

**Nichols & Shepard
Company**

REGINA SASK.

Repairs that Make You Money "Star" Fitted Plowshares

Guaranteed Perfect in Quality, Fit and Finish

You'll find our shares a profit-making line this season. Made from Soft Centre and No. 2 Star Steels, they fit equally as well as the original shares.



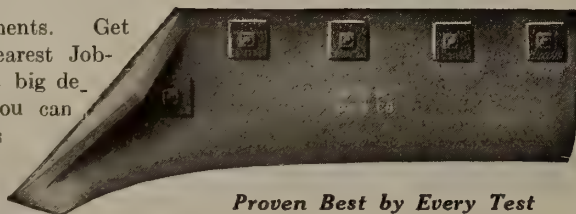
**There's a Type for Practically Every Plow
Ask for the Latest Lists**



Fitted complete with bolts, ready to attach to the plow. Sell fast. Profits are not absorbed by service expense.

A Reinforced Landside Strengthens the Weld

Size up your requirements. Get in touch with our nearest Jobber. There will be a big demand this year. You can get this nice business by carrying a stock.

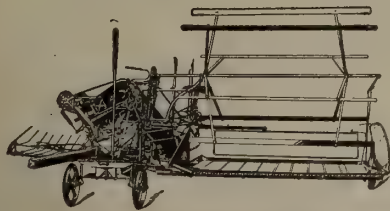


Proven Best by Every Test

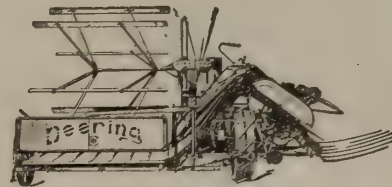
FOR PROMPT DELIVERY WRITE OUR JOBBERS:

J. H. Ashdown Hardware Co., Winnipeg, Saskatoon, Calgary	Metals Ltd., Calgary and Edmonton	Wilkinson-Kompass Ltd. Win- nipeg
Western Implements, Limited, Regina	Western Canada Hardware Co., Lethbridge	F. G. Wright & Co., Winnipeg

Star Manufacturing Company
Carpentersville, Ill., U.S.A.



McCORMICK BINDER



DEERING BINDER

McCormick and Deering Binders and Harvester Brands of Twine are Made to Work Together

It is Good Business to Sell them Together

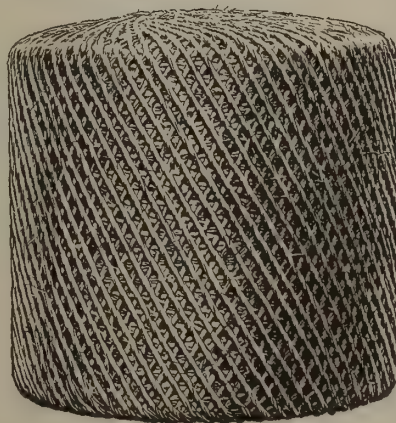
The farmers of Canada are being urged to use Harvester twine in McCormick and Deering binders. The reason is evident—good binders operate to complete satisfaction only when threaded with good twine. The best twine is helpless when used with a worn-out, poorly constructed knotter.

McCormick and Deering Binders are made by the International Harvester Company, the only manufacturer in the world making both binders and twine. In design and construction, in materials and workmanship, they are the best binders money can buy. Such products build a good foundation for continued business.

This year Harvester twine prices are lower than in over five years—yet the high quality remains the same. The spread in price today between Harvester twines and inferior twines is a mighty small item—the spread in quality as great as ever. No farmer can afford to use cheap twine. No dealer can afford to sell it.

Sell the Big Balls

International Harvester brands of twine are wound in the original Big Ball. This is a real, practical feature and one that you can recommend to your customers. It means less snarling, fewer twine stops, and greater satisfaction. Tell your customers about the Big Ball.



Sell your customers Harvester twine in the original Big Ball and then point out to them the advantages of starting the season with new McCormick and Deering Binders. You will build good business and put the farmer on the road to greater harvest-time satisfaction.

If you are not already in a position to sell McCormick and Deering Binders and Harvester brands of twine, we suggest that you get in touch with the nearest branch house and learn how to become an International agent.



INTERNATIONAL HARVESTER COMPANY

OF CANADA LTD.

HAMILTON CANADA

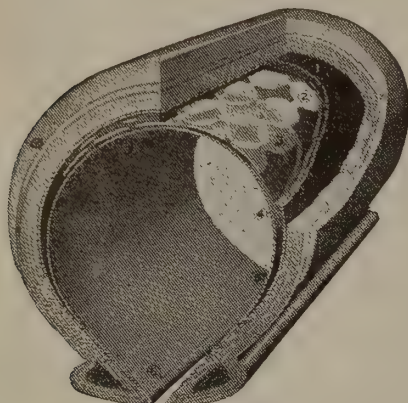
WESTERN BRANCHES — BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA., ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.

EASTERN BRANCHES — HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST. JOHN, N. B.



DEALERS:

A Good Proposition



Arrange to Sell ARMORED INNER TIRES

Guaranteed Absolute Protection
from all Blowouts and Punctures.
Write for prices and discounts.

**Armored Tire & Rubber Co.
of Canada**

216 Bannatyne Ave.,

Winnipeg.

Bosch Brings Out New Spark Plugs and Announces Policy

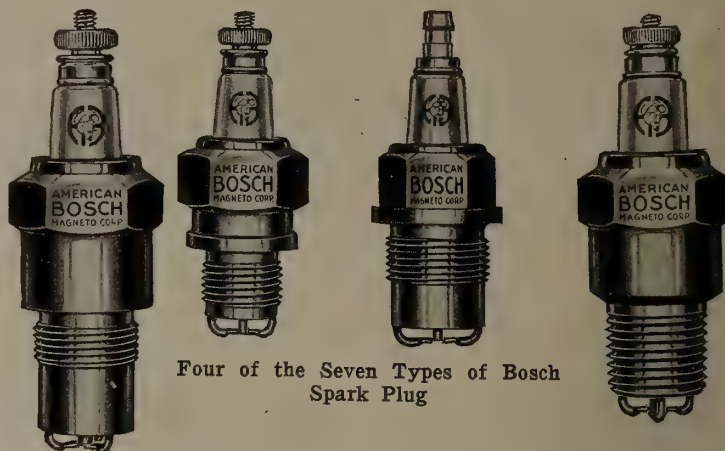
The manufacturing and marketing policy which will govern the production and sale of Bosch Spark Plugs during 1922 is especially interesting, not only because it includes a price reduction and the bringing out of new types but because the policy itself is based upon the expressed opinions of the prominent automotive jobbers of the country.

The American Bosch Magneto Corporation decided last summer that they would make a careful and thorough investigation to determine just what constituted an ideal spark plug line, and what rules should be followed in its sale and distribution. They decided that, as no group of individuals was better able to give this information than the jobbers, questionnaire letters would be sent out and the jobbers asked to give their opinions. This was done, and the corporation's field representatives personally interviewed many leading jobbers on the same object.

The jobbers were asked to state what size and types of plugs a manufacturer should produce to cover practically all engine requirements, and other pertinent facts.

Before the questionnaire was sent out, there were only three

ly designed to conform with this opinion and the Bosch line now consists of seven types of the following sizes: $\frac{7}{8}$ inch standard with large hex, $\frac{7}{8}$ inch standard with S. A. E. hex, $\frac{7}{8}$ inch long with large hex, $\frac{7}{8}$ inch extra long with large hex, $\frac{7}{8}$ inch long with



Four of the Seven Types of Bosch
Spark Plug

types of Bosch Spark Plugs, but it was the opinion of most of those questioned that seven types were needed to meet the requirements of practically all well known engine types. Four new types of Bosch Spark Plugs were prompt-

S. A. E. hex, $\frac{1}{2}$ inch with pipe thread, and 18 millimeter metric. It was decided to conform to the opinion of the jobbers and reduce the price of the Bosch Spark Plug from \$1.25 to \$1.00. The minimum percentage of profit to jobbers is approximately 25 per cent.

CANADIAN NATIONAL RAILWAYS

SUMMER EXCURSION FARES

TO THE

PACIFIC COAST

Through Canadian Rockies.
Choice of Routes on Land
and Sea, going or returning.
A magnificent 750 mile
ocean voyage between Prince
Rupert, Vancouver, Victoria,
Seattle, may be taken.

EASTERN CANADA

All Rail and Lake and Rail
Choice of Routes. See Tor-
onto—Quaint Old Quebec
The 1000 Islands and the
magnificent Niagara Falls.
Sail down the Niagara Falls.

Canadian National Trains
cross the Rockies at the
lowest altitude, the easiest
gradients, and in view of
Canada's Highest Peaks.

BREAK YOUR COAST JOURNEY—Stay a few days at JASPER PARK LODGE LAC BEAUVERT, JASPER, ALTA.

OPEN JUNE 15th TO SEPTEMBER 15th

Modern in every respect. Dancing Pavilion. Commands a
wonderful view of all the prominent Mountain Peaks.

On your Trip to the East
have your travel plans
include a few days at
"MINAKI INN"—115
miles East of Winnipeg.

DECIDE NOW

To take a holiday. You owe it to yourself and family. Get suggestions and full information as to fares, reservations, train service, etc., from any agent. Ask for Tourist Booklets, they're free.

FOR
SERVICE

Canadian National Railways

FOR
COMFORT

Lightning Rod Installation In Saskatchewan

The Lightning Rod Act in Saskatchewan comes into force on June 1st. This act provides that no person may sell material or apparatus to be used for lightning protection or install such apparatus on any building unless authorized to do so by a license obtained from the Fire Commissioner.

A. E. Fisher, Fire Commissioner for the province recently discussed the regulations governing the installation of lightning rods with representatives of manufacturers and dealers in this line of equipment. The above act was explained to the dealers, and met with little opposition.

Mr. Fisher reminded the dealers and distributors of lightning rods that the new legislation will require each representative in the province to be bonded to the extent of \$5,000. In this regard, he said, the Government would recognise any regular bonding company.

He stated also that in cases where lightning does damage to a building equipped with rodding, the manufacturer of the protective apparatus will be liable for the amount of the damage or the amount of the installation costs. In cases where the manufacturer fails to pay the amount, the Fire Commissioner may take action against the bond for the amount.

Every agent employed by a company, Mr. Fisher stated, will

require a license, for which he will have to make application to the Fire Commissioner. He urged the dealers present to employ no agents until they had obtained such license.

Rock Island Announce Light-Draft Spreader

The Rock Island Plow Co., Rock Island, Ill., recently added to their line the new model "B" manure spreader. Many new features are incorporated in this machine; the most noteworthy being the installing of Hyatt roller bearings on the beater and broadcaster. The bearings are enclosed in dirt proof, oil tight boxes, assuring maximum service with a minimum of attention.

Usually, we find the manure spreader is required to operate in all kinds of weather and is left standing outside a good deal of the time, with the result that the beater and broadcaster become in such a condition that they require a great deal of added power to turn them at the high rate of speed necessary to get right results. The use of anti-friction bearings at these points of high speed, assure free running, light draft at all times, under all conditions even though they be oiled only at long intervals. In fact, very little time need be spent in oiling anti-friction bearings after they have once been well filled with grease.

It is most essential that the beater and broadcaster be in good working order at all times to secure an even distribution of the material spread, and in order to obtain the best results manure should always be spread evenly over the surface of the ground. The practicing of economy in the use of fertilizer is as important as is economy in other branches of farming.

The use of anti-friction bearings on the beater and broadcaster results in a considerable reduction in draft, smoothness of operation making for even distribution and a less waste of material, as well as lessening the possibilities of either of these two units becoming jammed while operating at high rates of speed.

International Announce New Tractor

The International Harvester Co. has just announced a new 15-30 hp. gear drive model, with all gears inclosed. It is equipped with a 4½ inch bore by 6 inch stroke engine running at a speed of 1,000 rpm. The complete machine weighs 5,575 pounds.

Boosting The Tractor

By J. B. Bartholomew,
President, Avery Company

An analysis of the subject shows that we have several kinds of "Boosters" in connection with the tractor and power farming industry. Boosting which consists of "knocking" every other machine but your own, by which practice you gain a self-satisfied jolly that gives that false sense of superiority but which your competitors fail to recognize, and too often you overlook the depressed effect that it leaves upon a prospective buyer—especially one that does not look upon your particular machine with too much favor—under which circumstances, if you are able to convince him that all other machines are inferior, he is apt to conclude that yours is too.

Boosting of a kind which persuades everybody that tractor and power farming is a better, cheaper and quicker method of

doing farm work, is a protection to the industry, and immediately brings the prospective buying mind to the point of becoming seriously interested.

Boosting wherein all reference to competitive machinery is dropped and a thorough and competent explanation of the design and construction, the materials and workmanship, the advantages of operating your own goods, and what they will do to promote cheaper production of crops by better tillage and the saving of time and doing the work at the right time, (which is the essence of farming) how they will actually save money and make money for the owners and users, all tends to bring about favorable decisions and the resolve to buy.

Operating Costs of Lighting Plants

Tests held by the Missouri Experiment Station show that the cost of electricity produced by

the average farm lighting plant is becoming very reasonable. The tests reported show that the average fuel cost, in a number of trials, was only 5½ cents per kilowatt hour when using kerosene. Allowing \$25 a year for depreciation of the plant, the figures would compare very favorably with the cost of electric current used in the city home. The reduction in price of this equipment is stimulating popular interest over the state, according to a report.

A MONEY-MAKING BUSINESS FOR SALE

Owner is retiring and is going to California. Wishes to sell his well established implement business situated in one of the best Saskatchewan localities. Companies represented: International Harvester, John Deere, De Laval, Singer Sewing Machine. Stock about \$3,500.00. Business and building, \$1,000.00. Write the Canadian Farm Implements, Winnipeg.

Dealers: Here is the Plant that Sells



The LISTER-Phelps
Power and Light

FARM ELECTRIC PLANTS
1000 and 1500 Watts Capacity

The Lister-Phelps Light and Power Plants sell against any competition because of their reasonable price, quality construction and simple design. Have a guaranteed capacity of 50 and 75 lights, without battery. No switchboard; simple control box. A lever starts or stops engine, cutting out battery, and gives 3½ h. p. to power pulley. Operates on gasoline, kerosene or distillate. Get our attractive sales offer.

Melotte Cream Separators

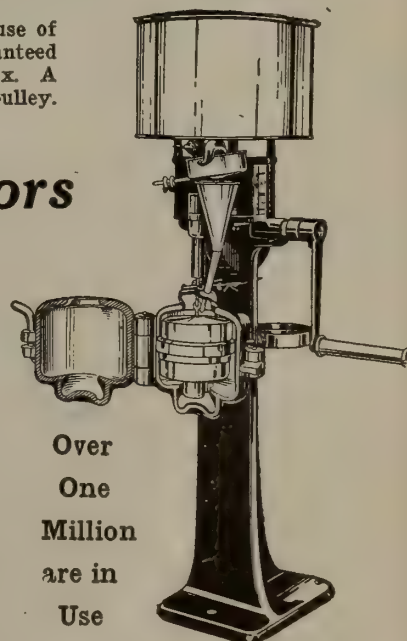
12 Sizes: — 280 to 1,300 lbs.
A Leader for over 30 Years

The King of Cream Separators. Has self-balancing, suspended, frictionless bowl. Their reputation for close skimming and durability assures sales. We make a graduated allowance on all types of old machines taken in exchange. Write for details. Easy sales terms can be arranged.

Attractive Prices On Re-built Separators

We have a number of re-built Melotte and Lister-Premier Separators, in various sizes, which are selling at half-price. Practically as good as new. Ask us for special list and prices.

The Lister Line, includes: "Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister Premier" Separators, Milkers, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, etc.



Over
One
Million
are in
Use

R. A. LISTER & CO. (Canada) LTD.
Winnipeg, Man. Toronto, Ont.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelop. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

McN. & B., Sask.—Regarding an Oil Burning Steam Tractor. The tractor that you are enquiring about is manufactured by the Bryan Harvester Co., Peru, Ind. Write them direct.

J. P. Sask.—The Bull Dog Engine is manufactured by the Bates & Edmonds Motor Co., Lansing, Mich. No representative is located in the Canadian West. You would have to write direct to them for repairs.

O. W. Sask.—Repairs for a two burner Clark Jewel, No. 52 Coal oil stove. The wick used in this stove is the "Blue Bird" 2 3/4 and 2 1/2 inches. Any hardware store should be able to supply these, or the J. H. Ashdown Hardware Co., Winnipeg.

B. & M., Sask.—Repairs for the "Superior" grain drill are carried by the Canadian Oliver Chilled Plow Works, Winnipeg.

T. E., Man.—Repairs for the "Dairy" Cream Separator can only be obtained by writing the Associated Manufacturers Co., Waterloo, Iowa.

M. M. K., Man.—Firms making a breaker plow with wooden beam are as follows:—Edmonton Iron Works, Edmonton; John Deere Plow Company; Cockshutt Plow Company; and the International Harvester Company. Write the nearest office of the last three concerns.

H. P. P., Alta.—Feed cutter bearing marks H4, T1, T2, etc. This is evidently an old style feed cutter and, we think,

quite possible one made by the Bateman-Wilkinson Company, Toronto. We have written them for further information.

T. H. S., Sask.—Parts for a 6 in. grinder, with part bearing No. A. F. 2, can be obtained by writing to the Tudhope-Anderson Company, 164 Princess St., Winnipeg.

W. S. C., Alta.—Manufacturers of Washing Machines in Canada are:—Maxwells Ltd., St Mary's Ont.; Dowsell Lee Ltd., Hamilton, Ont.; J. H. Connor & Son, Ottawa, Ont. For swinging, reversible washing machine wringer write the Maytag Company Limited, Winnipeg.

P. L. McN., Sask.—Regarding an Oil Fuel Stubble Burner, address the Agricultural Supply Company, 920 Union Bank Bldg., Winnipeg. Colthorp & Scott, of the Dominion Bank Bldg., Medicine Hat, Alta., manufacture a weed and stubble burner using straw as fuel.

H. A., Man.—In connection with a Disk Plow with wheels D 131, and beam D 146. Repairs for the above can only be obtained by addressing the manufacturers, the Hapgood Plow Co., Alton, Ill.

H. A., Man.—The Bell Land Roller can only be secured from the manufacturer, B. Bell & Sons, St. George, Ont.

G. D. S., Alta.—Repairs for the "Monitor" Seed Drill can be obtained by writing to the John Watson Mfg. Co., 311 Chambers St., Winnipeg.

J. B., Man.—Parts supply for the "King of all washers." Repairs for this machine are not carried in Canada. The Dexter Mfg. Company of Fairfield, Iowa, we believe, manufactured this washer, but it is no longer listed. The firm of Janney, Semple, Hill & Co., 20-36 So. 2nd St., Minneapolis, Minn., carry repairs for this firm's washers, and may be able to supply parts.

A. W., Sask.—Axle casting for a tongue truck which is listed as TT-14, This is an old style truck and repairs are not carried in stock, but the John Deere Plow Company, Winnipeg, will get same for you from the factory.

S. W., Man.—For "Hoosier" Disc Harrow repairs, write the American Seeding Machine Co., Springfield, Ohio, who manufacture this line.

W. A., Man.—Patterson grain drills were formerly made by Patterson Bros., Mfg. Company, Woodstock, Ont. This firm was taken over by the Massey-Harris Company, Toronto, Ont. Write them for repairs, which they may be able to supply.

W. T., Sask.—For prices on sawmills, write the Watrous Engine Works, Higgins Ave., Winnipeg, Man.

R. S., Sask.—For parts for the Cyphers Incubator, write the Cyphers Incubator Company, Buffalo, N. Y.

R. B., Sask.—For repairs for the "Maple Leaf" Grinder, write the Goold, Shapley & Muir Company, Regina, Sask.

D. A., Sask.—The "Fish" wagon is manufactured by the Bain Wagon Co., Kenosha, Wis. For repairs write the nearest office of the Massey-Harris Company.

N. Bros., Sask.—Repairs for the Noxon Seeder and Noxon Implements can only be obtained by addressing R. Marten & Co., 7 Hanover St., New York City, N. Y. They are not carried at any point in Canada.

J. G., Sask.—Grinder part bearing, R52. This is the back plate of the Fleury 12 in. grinder, and can be secured from the Ontario Wind Engine & Pump Company, Regina; or from the John Deere Plow Company, Regina.

J. G., Alta.—Regarding repair part J20 for a pump jack. This is a part of the "Toronto" Worm-Geared Jack, and can be secured from the manufacturers, the Ontario Wind Engine & Pump Co., Regina, Sask.

J. W., Man.—Repairs for the "Acme" Disc Harrow can be obtained from any branch of the John Deere Plow Company.

L. Bros., Sask.—The following are the leading tent manufacturers in Winnipeg: Bromley & Hague Ltd.; The T Eaton Co. Ltd., Dept. 226; Hudson's Bay Company; Manitoba Woolen Stock & Metal Co.; National Tent & Awning Co.; J. Pickles Ltd.

J. & Co., Sask.—This subscriber enquires as to a supply source for "Alumal" Metal. Can any reader advise us who manufactures this bearing metal. **H. L. B., Alta.**—Repairs for a disc harrow bearing No's. H254 and H327 can be obtained from the Northern Rock Island Plow Company, Minneapolis, Minn.

D. B., Alta.—Among the firms making buggies in Canada are:—The Cockshutt Plow Company, Branford, Ont.; Carriage Factories Limited, Orillia, Ont.; Mount Forest Carriage Co., Mount Forest, Ont.; Dominion Carriage Co., Montreal Que. The lines manufactured by Carriage Factories Limited are handled in Winnipeg by F. N. McDonald & Co. The Cockshutt Plow Company carry a complete line in Winnipeg.

B. M. L., Alta.—Repairs for a "Peoria" Seeder carrying No's. D30 and 9R can only be obtained by addressing the Peoria Drill & Seeder Company, Peoria, Ill.

O. D., Sask.—A Half-barrel dough mixer can be had from the firm of Kipp-Kelley Ltd., 68 Higgins Ave., Winnipeg, who carry this line.

H. A., Man.—The link type Chain Harrow for which you enquire is manufactured by W. J. MacFadyen, at Elkhorn, Man.

J. T., Man.—You can get repairs for the "Eclipse" plow, as made in the United States, from the La Crosse Plow Co., La Crosse, Wis.

M. R., Man.—The "Great West" plow is manufactured by the Massey-Harris Co. For parts write the nearest branch of the company.

B. & C., Man.—The North-Western gas engine was formerly manufactured by the North-Western Steel and Iron Works, Eau Claire, Wis. This firm is no longer in business. We suggest that you write the Eau Claire branch of the International Harvester Co. They may be able to put you in touch with repair stocks for this line.

O. W., Sask.—You can get handle clips for road slushers or scrapers from the Dominion Equipment & Supply Co., 513 Notre Dame Investment Bldg., Winnipeg. We have forwarded your order to them.

OLD DEALER HUBBARD

(From the House Organ of the Bearings Service Company, Detroit).

Old Dealer Hubbard went to the cupboard

To get a big farmer a bearing,
But when he got there the cupboard was bare,

And so the big farmer left, swearing.
The bearing had busted and the big farmer trusted

Old Hubbard would have one in stock;
He had been such a booster he crowed like a rooster,

But from then on did nothing but knock.

Old Hubbard was nervous on the subject of service,

He was positively nutty, in fact;
He had an aversion, beyond hope of conversion,

To the thought that goods sold should be backed.

He held to the notion with tragic devotion

That service was all a big blunder;
How any concern with profits to earn
Could fall for it made Hubbard wonder.

"What I can't comprehend is how in the end

This service can pay any money,
And hiring a man with a wrench and oil can

Strikes me as outlandishly funny."

Old Hub was dismayed to find that his trade

In volume was rapidly shrinking;
It had gone to predition, due to general condition,

According to his way of thinking.

His business was dying through sheer lack of buying,

If we should let him do the telling;
But a better solution of his sales diminution

Is found in an absence of selling.

Then there came without warning, one bright winter morning,

The sheriff, who nailed up the door;
And he said to old Hubbard, as he looked in the cupboard:

"I should have done this long before."

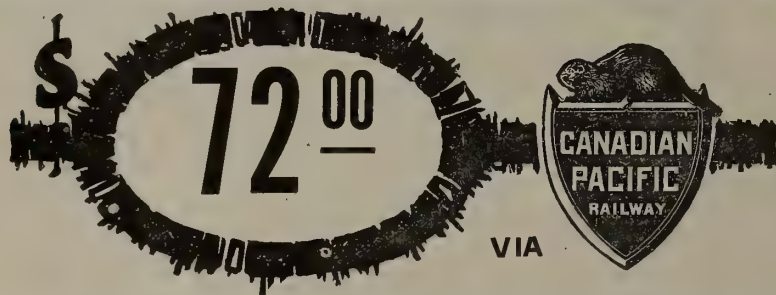
A New Tractor Disease

The "Cletrac Courier" tells a good story about an owner of one of their tractors who came to their dealer with his magneto which he claimed was weak. He got a new magneto and the old one was sent to the repair shop. The following week, the farmer again appeared with the new magneto—which he also said was weak.

The owner's son who had been away upon a visit, returned to the farm at this time and found upon investigation that the Cletrac had been idle for six or eight weeks. During this period some barn mice had investigated the Cletrac, entered the exhaust manifold and made their nest in one of the cylinders. When the son tore the machine down, he found one cylinder and the entire manifold lined with rags and paper which made an ideal nest for the baby mice which he found.

Moral—don't always blame the magneto, it may be mice in the manifold.

A bill collector meets many men of promise.



RETURN FROM **WINNIPEG**
TO
VANCOUVER - VICTORIA
SEATTLE - PORTLAND
AND OTHER

Corresponding
LOW FARES
from other points

PACIFIC COAST POINTS

On Sale May 15 to September 30, '22. Final Return Limited October 31, 1922. Optional Routes.

Stopovers Allowed. See the Canadian Pacific Rockies this Summer—stop off at Banff, Lake Louise, Glacier and other Mountain Resorts if you like.

Travel on Canada's Finest all Sleeping Car train "Trans-Canada Limited".

For particulars—call, write or telephone any Agent of the

CANADIAN PACIFIC RAILWAY

Manufacturers-Distributors-Wholesalers

*Stimulate Summer Business by Keeping
Your Lines before the Dealers*

Build Business by Consistent Advertising in

*Proven Reader
Confidence
and
Reader
Preference*

**CANADIAN
FARM IMPLEMENTS**

Western Canada's only Implement and Tractor Trade Journal

*Reaches Tractor and
Farm Equipment
Dealers in Canada's
Greatest Sales
Territory*

TODAY, when the tide is turning and farmers are purchasing implements, the dealer can prove invaluable to you in turning interest into sales. Commence your 1922 trade advertising NOW.

¶ The advertiser who has a widespread and efficient dealer organization—with adequate local stocks will benefit by the dealer co-operation that will build volume.

¶ Keep your product before practically every tractor and farm machinery dealer in Western Canada by concentrating your trade advertising in Canadian Farm Implements. Maintain your reputation for progressiveness in selling.

¶ Advertising in Canadian Farm Implements reaches an exclusive trade field. Every unit of circulation pays. You cater to the dealer's convenience, save his time and keep your lines before the trade effectively and economically. You help the dealer balance rival claims. When your salesman calls, your advertising has paved his way. It saves the time of both dealer and salesman—and you reach the very best type of dealer.

¶ We are back to *real merchandising*—to a question of *turnover* and *profits*. Back the quality of your goods by reaching the best men to sell your products. Lower your sales costs by using our pages.

Our Subscribers sell Equipment to over 300,000 Farmers

They Handle:

Tractors
Tractor Implements
Threshers
Tillage Implements
Stationary Engines
Electric Lighting Plants
Cream Separators
Milking Machines
Barn Equipment
Washing Machines
Pumping Equipment
Water Supply Systems
Harness
Hardware Lines
Implement Specialties
Haying Machinery
Harvesting Machinery
Vehicles and Sleighs
Wagons and Trucks
Automobiles
Auto Accessories
Motor Trucks
Fuel Oils, Machine
Oils, Greases, etc.

The Co-operation and Sales Efficiency of our Readers can assist you develop Bigger Business.

Advertising Rates and Distribution of Circulation sent upon request

GD



CAL-LUCE

GRAND DETOUR TRACTOR PLOWS

Trade Mark Registered

Right Since the Days of Durham

THE keen dealer selects his lines with as much care as he chooses his friends. To insure the good name of his house he must make absolutely sure of the honesty of the merchandise he sells.

This is why so many substantial, experienced dealers bank on Grand

Detour plows. They know that Grand Detours have given sterling service since Durham's report resulted in the union of the Provinces. Today every Grand Detour plow has built into it all the character and convenience 84 years of honest, alert plow-building must inevitably have developed.

NOTICE

We want the public to know that our plows are not the Case Plows made by the J. I. Case Plow Works Co.

Grand Detour Tractor Plows and Repairs are sold and carried in stock by
J. I. CASE THRESHING MACHINE CO., Inc., Racine, Wis. and all branches
ADVANCE-RUMELY THRESHER CO., Inc., La Porte, Ind. and all branches
AVERY CO., Peoria, Ill. and all branches

J.I.CASE THRESHING MACHINE CO., Inc.
DIXON, ILLINOIS • GRAND DETOUR PLOW DIVISION • EST. 1837

CANADIAN FARM IMPLEMENTS

VOL. XVIII., No. 6

WINNIPEG, CANADA, JUNE, 1922

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00 Per Copy, 10 Cents)



WASTED DOLLARS

How often have you returned home on a Saturday night, after having spent \$5 or \$10 without any particular pleasure or profit?

Wouldn't it have been better for your future if—instead of spending the money, you had deposited it to the credit of your savings account?

Think it over! Open a savings account next pay-day at our nearest branch, and save all your spare dollars.

920

Copy of our Booklet "One Dollar Weekly" free on request.

UNION BANK OF CANADA

Head Office WINNIPEG

Can You Tell What Day Or Night It May Come?

Even though there is not a cloud in the sky it may rain. Even though you never had a fire near your store or home, it may come. The question for you is: "Are You Prepared?"

How would complete or partial fire loss find you? You may take every precaution against fire—but what of that. If you carry no Fire Insurance on your Home, Store and Stock, or if you carry too little, investigate our Policies.

We give Hardware and Implement Dealers absolute protection at ONE-HALF the Board Companies rates. Our Hardware Companies have paid 50% dividend on their Policies for over fourteen years. May we send you complete information.

ASSETS OVER \$4,000,000.00.

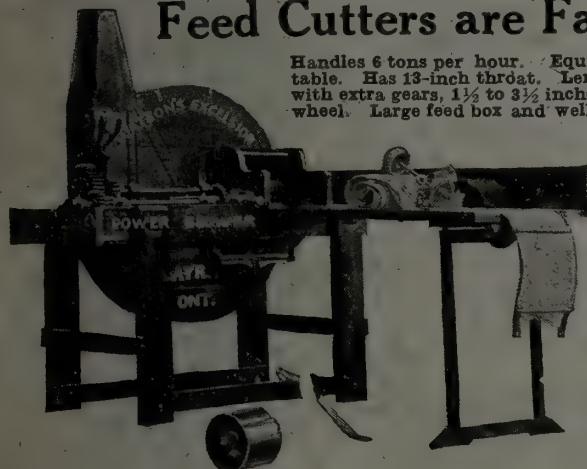
NET CASH SURPLUS OVER \$2,000,000.00.

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager.

802 Confederation Life Building, Winnipeg.

Watson's "Excelsior" Power Blower Feed Cutters are Fast Workers



Handles 6 tons per hour. Equipped with travelling feed table. Has 13-inch throat. Length of cut $\frac{3}{4}$ to 1 inch, or with extra gears, $1\frac{1}{2}$ to $3\frac{1}{2}$ inches. Heavy balanced knife wheel. Large feed box and well fitted feed rollers. One lever starts, stops and reverses. Knives and gearing fully enclosed. Special English steel knives. Get full particulars of these machines. We make Feed Cutters in Seven Types. Ask for folder and prices.

John Watson Mfg. Co.

311 CHAMBERS ST., WINNIPEG, Man.

Watson's Wheel Barrows

Made in Three Sizes Get our Prices



For farm and general use. Made with $9\frac{1}{2}$, 12 and 15 inch sides. Our wheel barrows are superior to any sold. Heavy, special material. Well braced and nicely finished. Knock down flat for shipment.



Proven High Quality
—Low Retail Price
—Big Sales
Discount

Combine to make the Breen Battery the greatest value offered to dealers.

Write for Our Sales Plan

BREEN MOTOR COMPANY, LIMITED
WINNIPEG MANITOBA

A SMALL BEGINNING

Insurance should not be deferred until you are in a position to take out a Policy of considerable amount. Is it not better to begin now and to proceed by easy stages, if only from an investment point of view?

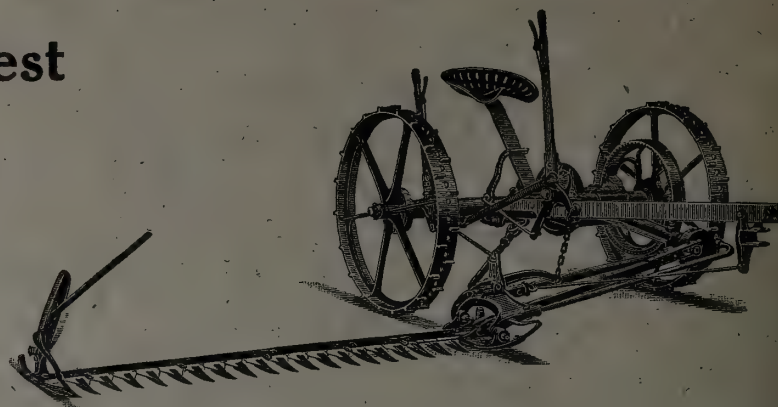
You can obtain Policies for small amounts from time to time, as you can afford them, each one a profit earning investment. We have interesting literature dealing with this phase of Insurance. We will gladly send it upon request.

The GREAT-WEST LIFE ASSURANCE Co.

Dept. "P.16"

Head Office : : WINNIPEG

Your Customers will get Best Results Using FROST & WOOD MOWERS AND RAKES



For the last 20 years Frost & Wood Mowers have made a success of cutting the toughest kinds of "wire grass", "prairie wool" and "old bottom" found in this country. They have a splendid reputation for quick and satisfactory work under all haying conditions.

The Frost & Wood Mower

Simple and easily operated, yet sufficiently strong for the toughest work. Light in draft because of high grade roller bearings in all working parts. One of its best features is the quick-acting Internal Gear arrangement of the driving mechanism. The machine begins cutting at the first forward motion of the horses. No "flying starts" required.

The Frost & Wood Rake

Built on a strong, heavy, angle steel frame. Parts are all riveted—not bolted, so they cannot shake off. Teeth are special, high-grade, spring steel,—every one carefully tempered and tested. It stands up to the hardest work and roughest usage. Has automatic dumping device. Teeth are raised quickly and have fine clearance.



Write our nearest Branch House for full
particulars and supplies of Literature

Cockshutt Plow Company Limited

Winnipeg, Regina, Saskatoon, Calgary, Edmonton

Sawyer-Massey—the Thresher that Makes Lasting Friends Satisfied Owners Mean Sales Success for Our Dealers

SIX SIZES

22 x 36 24 x 40 28 x 44
32 x 56 36 x 60 40 x 64



Left Side View of Sawyer-Massey No. 1 and No. 2 Separator

Sawyer-Massey Road Machinery Means Better Business for the Local Dealer

It's good business to see that your Municipality is equipped with the best Road Machinery. Our Graders, Maintainers and Levellers, in light or heavy types, are endorsed everywhere for effective work. Get details and prices of our No. 4 Adjustable Grader and our 8 Ft. Adjustable drag. Send us the names of your prospects and we will co-operate with you in developing your Road Machinery trade.

We also distribute Wallis 15-25 H. P. tractors, and will furnish particulars on request.

Sawyer-Massey reputation is the result of over 80 years' experience in Thresher Manufacture.

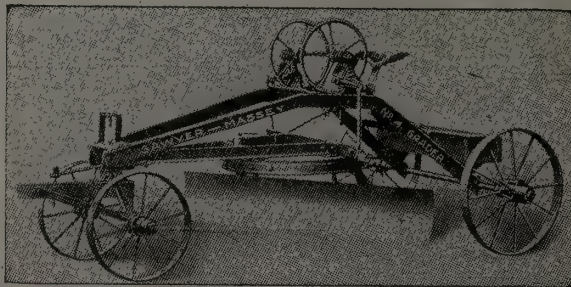
The farmer who owns a Sawyer-Massey Thresher is an invaluable sales asset for the dealer. He tells how his thresher is thoroughly reliable, how it does the work quickly and economically, how it's remarkable capacity enables him to market his crop early.

The importance of owning a proven, efficient thresher was never greater, and our 1922 prices will develop scores of prospects for Dealers. Sell Sawyer-Massey this year—the thresher that stands up to the hardest usage because of its excellent design and construction—it's capacity for crop saving.

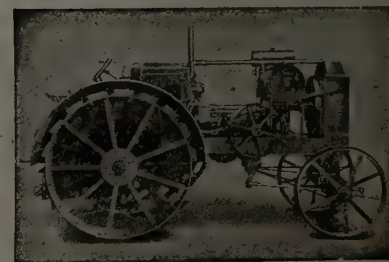
Sawyer-Massey Tractors

THREE SIZES:—11-22, 20-40 and 25-50 H.P.

The man who owns a Sawyer-Massey Tractor increases his returns without extra costs. His field and belt work is done faster, better and cheaper. He owns a tractor that leads in design, mechanical excellence and economy of operation. Get details of our attractive sales offer.



Sawyer-Massey No. 4 Grader



Sawyer-Massey 11-22 H. P.

SAWYER-MASSEY COMPANY, LIMITED

Head Office:—HAMILTON, ONT.

Winnipeg

Regina

Saskatoon

Calgary

Edmonton



TRADE MARK

THE BEST THERE IS

“HERSCHEL”



MOWER and BINDER REPAIRS

Most Complete in Assortment. Best in Material and
Manufacture. Perfect in Fit

Backed by a Double Guarantee
HERSCHEL — ACKLAND

Get our Price List and Terms



CRESCENT PLOW SHARES



A Profit-Making Line for the Implement Dealer

Over 1500 Patterns

Perfect in accuracy, fit and finish. Produced by specialists from finest grades of soft centre and crucible steel. There's a Crescent Share to meet every demand.



Regular Style. Bolted and Fitted Plow Share.
Perfect in Fit. Best in Quality.

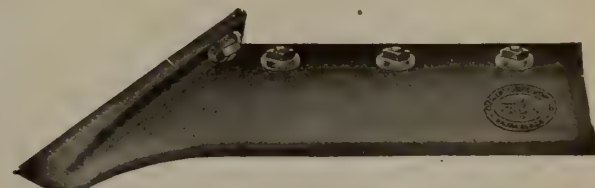
Over 1500 Patterns

Cash in on the heavy replacement demand this season by carrying Crescent Shares. Size up the needs of your district and order a supply. Every share is fully guaranteed.



Crescent Engine Gang Shares. Fitted and Bolted.
Unequalled for Power Outfits.

Lay in a Stock. Latest
Lists and Prices sent on
Request. They assure
you a Steady Demand
and Profitable Business.



Reverse Side of Regular Style Share. Note the Wide
REINFORCED POINT and WELD.

Distributors to the Trade



TRADE MARK

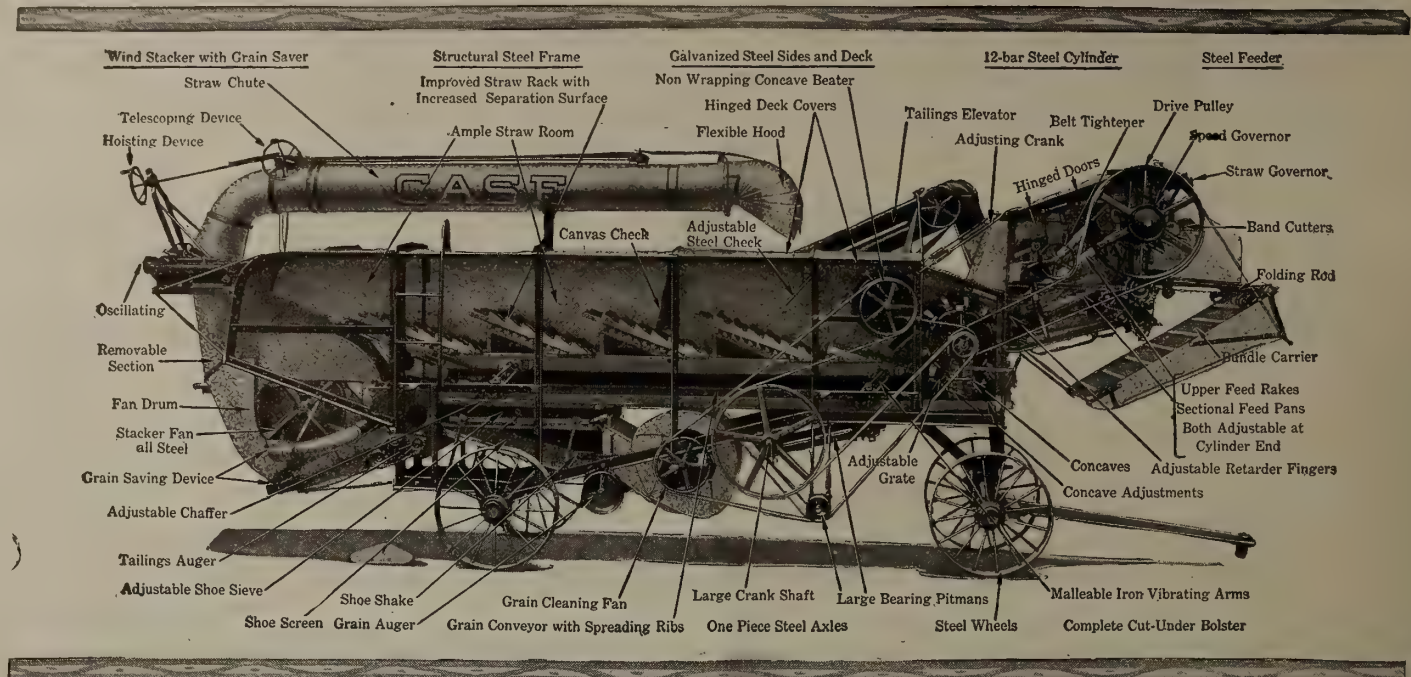
D. ACKLAND & SON, LTD.

WINNIPEG

CALGARY



TRADE MARK



Quality

More than any other class of buyers, farmers want efficient machinery, and before they buy they want to be shown why the machine is efficient. The dealer who sells Case Steel Threshers has a machine of the highest quality in its line. In their construction he can point to the many exceptional features that have made Case threshers famous.

Some of the outstanding qualities of Case threshers that will appeal to experienced farmers and threshermen are—

STEEL CONSTRUCTION assures permanent efficiency. Great strength and rigidity of frame resist all twisting or wearing strain to which a threshing machine is constantly subjected.

LONG LIFE. The average life of a Case thresher is easily 20 years. Most of the first Case steel machines sold in 1904 are still in use and the machines built today are even more durable. Compare this with the life of the average farm machine you sell. This is a great selling advantage.

SELF ALIGNING BEARINGS are used in all important places. This type of bearing contributes to smooth, easy running, requires less attention and is more easily replaced than the other bearings. Compare these bearings with ordinary bearings on grain threshers.

CASE FEEDERS have many practical advantages found in no other feeder. They will absolutely feed any kind of grain that is fit to thresh, evenly and without slugging. Every kind of seed and grain can be threshed with Case threshers. They thresh fast and save the grain.

A STANDARD MACHINE. More grain is threshed every year with Case threshers than any other make. Every farmer knows Case threshers and prefers to have his work done with Case machines. Case machines are standard machines and have the highest resale value.

In addition to having a superior product to sell, Case dealers have many other advantages. A new plan for developing thresher sales is now being offered all Case dealers. See the Case salesman or write for details of this plan.

J. I. CASE THRESHING MACHINE COMPANY

(Established 1842)

Dept. U214

Racine

Wisconsin

Factory Branches: Alberta—Calgary, Edmonton. Manitoba—Winnipeg, Brandon.

Saskatchewan—Regina, Saskatoon. Ontario—Toronto.

NOTE:—Our plows and harrows are NOT the Case plows and harrows made by the J. I. Case Plow Works Co.



CASE
TRADE MARKS REG. U.S. PAT. OFF. AND IN FOREIGN COUNTRIES.
POWER FARMING MACHINERY



CANADIAN FARM IMPLEMENTS

Vol. XVIII., No. 6

WINNIPEG, CANADA, JUNE, 1922

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10c

Knowledge of Costs Essential for Dealer's Success

Under present conditions it is more important than ever before that the implement dealer has really accurate information on his exact cost of doing business. He may be a good buyer and an expert salesman, but if he doesn't know what it is costing him to do business he is like a rudderless ship. He may arrive at the end of the year and show a net profit, but it is more due to luck than to merchandising skill.

We too often think that we know what it is costing us to do business when we do not. Often small items of expense escape us, or have not been provided for in our system of accounting. A small leak in a retail implement business makes a mighty big puddle by the end of the year. Goods may be taken from stock for use around the store—such as bolts, nails, screws, oil or gasoline. These are not charged up. Again, an allowance may be made the customer at settlement time, or goods damaged by careless handling may have to be sold at a loss.

In determining the cost of doing business, first allow yourself a good salary, as much as you would demand if you were managing a similar business for some other man. When setting your salary, remember the present cost of living. Carry plenty of insurance in the mutual companies, so that in event of fire you will not suffer. Fire protection is a very necessary expense.

Make your expense account carry a life insurance policy of \$10,000 to \$20,000 on your life, running to your estate, so that in event of death your administrator could clean up all your indebtedness and not be obliged to sell your business at a forced sale and consequent loss. Have this policy in addition to any life insurance you carry for the protection of your wife and family. Remember that some day you must go to your reward, and think how much easier it would be for your son or wife through a manager to continue the business if they had \$10,000 or \$20,000 to use in liquid-

ating your indebtedness. This insurance is a legitimate item of expense to be carried by your business.

Items of Expense

Provide for donations, depreciation of buildings, merchandise and furniture and fixtures, including your trucks and automobiles. Deduct 2 per cent on brick buildings, 3 per cent on frame buildings, 10 per cent on furniture and fixtures, and more than that on your trucks and autos.

Provide for losses occasioned by poor accounts, notes and collection fees. Include freight and express in your expense account, as that is the only place that you will get it all in. Consider it in marking your goods but count it an expense just as you do cartage, which it really is.

Include every item that you can possibly count as expense. This will help to cut down your annual income tax. Don't try to keep your expense account down by leaving out some items. Better get them all in even if it does make your expense account look big. It will get big these days, whether you have it all on your books or not, and will only fool you. Get it all down, face the situation as it is, and make the business carry it, and render you a fair profit besides.

Figure your cost of doing business on your sales instead of cost of merchandise.

If you estimate that you can sell \$50,000 worth of goods during the year, then your expense account should total not more than \$10,000. If it does you will show no net profit at the end of the year. Keep your table of expense and sales before you throughout the year. Make comparisons at the close of each week's business and prove how you are living up to your estimate.

Hold regular meetings of your sales' staff. Let them see what must be done to make the year successful. Many of them will be surprised to know what it costs to run a business, and they will

appreciate what your job as manager means. Put the matter up to them in the right spirit and you will secure their hearty co-operation and loyalty. Show them that if sales do not keep up the percentage of expense will automatically increase, as the items of expense are largely fixed and do not fluctuate with the sales. Devote an entire meeting occasionally to the topic of lost sales. Every sale that could have been made, but that failed in consummation for some reason, cuts down your volume and increases your percentage of expense on sales.

At another meeting take up the topics of depreciation, general expense and bad debts. Get everyone to take part in the discussion. You may learn something from your clerks. There are items of expense that your salesmen and employes can help keep down if you enlist their co-operation. Show them that if they carelessly break a plowshare or casting that costs 80 cents that they will have to sell several shares without any net profit to make up for the one broken. Teach them to be careful in the use of supplies.

Calculating Your Overhead

Subdivide your expense account into several divisions, such as advertising, collections, losses, depreciation, donations, cartage, heating, help, light, interest, office supplies, postage, fire insurance, life insurance, rent, repairs, salaries, taxes, telephone and telegrams, trade papers, garage, and miscellaneous. If you have these separate items before you, you can discover if any are excessive and make an effort to lessen them.

At the end of each month fill in a table of expenses and on such items as taxes, heat, insurance and other items that are not distributed throughout each month of the year, approximate the monthly amount and include them. Then determine the cost of doing business on your sales for that particular month. Add your expenses to the expense of the preceding months of the year, and likewise your sales, and de-

termine the percentage of expense for those months. At the end of three or four months you will have a very accurate estimate of your cost of doing business for the year, if you haven't an accurate account of last year's expenses.

If you find that your cost of doing business is excessive, you are confronted with a situation that demands immediate attention. Either you must increase your volume or mark up, or cut down your expenses. If you do not do one of these things your annual statement at the close of the year may not show any net profit.

A great deal of staple merchandise is sold at margin less than the overhead expense or cost of doing business. This means that other lines must carry sufficient profit to offset this loss. To get this profit is often a real problem. The time to determine the profit is when the goods are marked.

Take your next invoice and sit down and mark opposite each item the selling price you usually place on such items. Figure out the amount that this bill of goods will bring when all are sold at the prices that you have indicated. Then determine the cost of doing business as it relates to this particular invoice, the gross profit and then the net profit. You may be surprised when you see just how little net profit there really is.

The net profit on some particular line of goods may be very satisfactory, but you must consider that you sell a large volume at a much less margin of profit. For instance, wagons, binders, fencing, tractors and automobiles, etc. You will be surprised how rapidly the sale of goods on which there is a small margin of profit cuts down your average percentage of profit one dealer says:

Our average profit in 19 days say in the month of February was 32.59. Supposing that the sales were \$5,000, the cost of the merchandise sold would be \$3,375 and the gross profit \$1,625. Our cost of doing business for last year was

21 per cent on sales; which would leave a net profit of \$575, or 11½ per cent. This is a very satisfactory net profit on sales, but this was during the month of February when we were selling very few, if any, large implements that show a very small margin of profit. To this record of February business, let us add just one average day's business during the busy implement season and notice how materially one day's business cuts down the percentage of net profit.

I selected a day in which we sold a grain binder, a wagon, a large bill of nails, 100 rods of fence and \$150 worth of miscellaneous hardware. The net profit on the day's business was only \$11.25, or 2.1 per cent on sales. I added the total of this day's business to the total for the nineteen days of February and found that the net profit

on the twenty days' business had been reduced from 11½ to 9.8 per cent. You can readily see that your net profit account would get pretty small if this were carried on for a time. This shows that some lines must carry a greater profit to make up for the loss on staple articles.

I believe that we should always strive to get profit enough on every sale to take care of our overhead. If we did this we would have more money in the bank at the end of the year.

Install a system of accounting that will give you from day to day the information about your business that you would like to know. It is the most profitable thing that you can do. Eliminate the guesswork and get on a basis where you know exactly what you are doing.

The Annual Battle With Weeds

The modern tillage tool is the farmer's greatest artillery in his annual struggle to lower the losses incident to weed growth. Weeds thrive and grow where nothing else will. Heat, unseasonable cold, hail, any combination of the elements, don't disturb weed growth. The farmer cannot carry on his continual fight against weeds unless he has the right kind of equipment. Clean fields are the result of using modern cultivators. Don't be afraid to inform farmers of that fact. The old cultivator is a damage instead of a help in many cases. A modern cultivator soon destroys enough weeds to repay its cost. To do without a good cultivator is poor economy for your customers.

The implement dealer should know just what the modern farmer looks for in a cultivator. In the first place he is looking for an implement that is easy to operate. A good cultivator, properly adjusted, is easy on both the horses and the operator. It is easy to exterminate weeds with a good cultivator, because every part of the implement is easily adjusted and moved into correct position.

Quack Grass and Sow Thistles

The field cultivator, equipped with spring gangs, is the most satisfactory implement for working out the roots of the quack grass. These roots are really underground stems, and they must be brought to the surface and allowed to dry up, or be raked and burned. As a general thing, they are so numerous in the ground that it is necessary to remove them before the work

can be continued. It is not possible to work out the roots of the sow thistle as they break up very readily. The method employed is to keep them from forming leaves above ground which will starve out the roots. The leaves are the stomach of the plant.

A good cultivator is an effective exterminator of weeds because very few weeds can slip through between the shovels. The shovels are evenly spaced, and when swung sideways they continue to cut their full swath no matter how far the operator swings them.

The Duck-Foot Cultivator

On some light soils summer fallow can be accomplished without the necessity of plowing, particularly if this type is available. This could be used in the fall, and early in the spring, so as to be certain of germinating all the weed seeds, and then used often to keep the weeds down. If the weeds get too much of a start the duck-foot cultivator may clog up, but where it is used at sufficiently close intervals the weeds may be entirely eradicated, and the ground left in the best possible condition. The rigid condition in which the duck-foot cultivator leaves the soil prevents blowing, except under extreme conditions.

On soils that are liable to blow, particularly if there is a stubble on the ground, the duck-foot would probably be the most satisfactory tool to use for summer fallow, as the stubble and trash would be left on top, to protect the soil from blowing.

The general purpose cultivator can be used as a riding or

walking implement, a pivot-pole cultivator, or a straight and rigid cultivator. Close-coupled it does the work in sight of the operator. It will be found in some territories that farmers show a preference for cultivator wheels which are high and strong and with wide concave tires and long hub bearings.

Sales Arguments

There are numerous sales arguments which can be advanced in favor of the up-to-date cultivator. A point which interests farmers is quick hill dodging. Perfect balance for all drivers, no matter whether a two hundred pound man or small boy happens to operate the implements, is of prime importance in the eyes of the farmer.

In some districts the dealer may have calls for heavy duty implements which are designed for use in sections of the country where the ground is hard and field conditions such that heavy gangs are required.

It is a good plan for an implement dealer to make a specialty of the sale of cultivators. We cannot find a more popular or interesting line. Every farmer who grows any kind of cultivated crop needs at least one good cultivator. This is why opportunities for selling cultivators are always numerous.

The cultivator season is now at hand. If we will make a determined effort to assist farmers to cope with the weed pest we can place a large number of cultivators with men who will appreciate them.

Canadian Fairbanks-Morse Show Loss in Operations

The annual report of Canadian Fairbanks-Morse Co. with head office at Montreal, as issued recently, shows that the company made a loss of \$1,425,056 in the last fiscal year. This included operating loss on branches and the Toronto factory of \$432,338, inventory adjustments and write-offs, \$790,959; development accounts written off, \$85,156; absorption deficit of E & T. Fairbanks Co., Ltd., \$116,573. In 1920 the company showed earning of \$279,563 after deductions, but after payment of dividends, depreciation, etc., there was a deficit of \$113,805 to deduct from common stock and surplus, leaving this account \$3,726,697. In the current report this item is down to \$2,168,761, a decrease of \$1,557,938 during the year.

Current assets are down from \$7,069,820 to \$4,192,391; current liabilities from \$3,531,338 to \$1,-

929,496, and working capital from \$3,538,432 to \$2,261,895.

In his report H. J. Fuller, president of the Company, commented on the great drop in commodity values and the difficulty experienced in liquidating inventories in the face of an extraordinary falling off in business.

"Our sales in the year 1921," he says, "showed a decline of more than half from the preceding year. Working on a declining market as we were throughout the year, gross profits showed a still greater decline, as well as necessarily reflecting the inventory adjustments at the end of the year. The inventories were reduced by sales and write-downs approximately 40 per cent."

In the early part of the year 1921 sales began to show an improvement, though still under those of the previous year. Abnormally low prices of farm products in the fall, however, affected agricultural and other trades to such a degree that demand declined greatly.

Portage Plowing Match

The directors of the Portage Plowing Match Association have set the dates for their 1922 match, which will be held on June 21-22 on the farm of Fred Rutledge, six miles northwest of the city. The first day will be for the walking plow competitions, and the second day for tractors. Last year some 25 tractors competed for the handsome prizes awarded at this, the leading plowing match in Manitoba.

Implement Plant For Sale

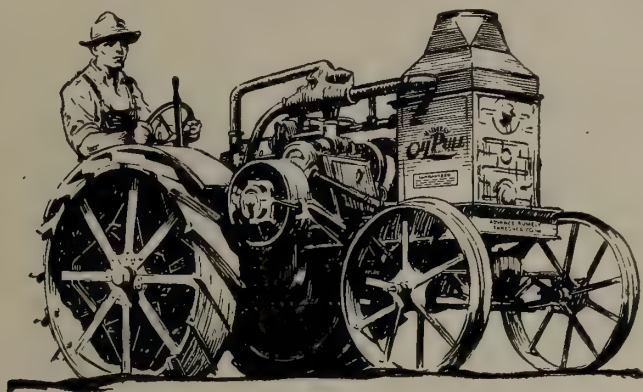
It is reported that the plant of the National Farm Machinery Co., is being offered for sale. This plant, located at Montmagny, Quebec, consists of 250 acres of land in the town of Montmagny, buildings and machinery of the most modern type for the production of all kinds of agricultural implements. There is also attached to the plant a modern outfit to manufacture axes and picks, and a rolling mill with a foundry for the manufacture of steel stationary engines were made.

Some guys have a way of looking wise and prosperous, and manage to get away with it; but it takes real brains and work to look and act that way.

Memory is a fine possession, but the softest lead-penciled note is usually more lasting.

OILPULL TRACTOR

"The Cheapest Farm Power"



Sell the Tractor that Saves Most Money for Your Customers

FARMERS are more critical of price than ever before. And they are right. They should get the most value for their money. You can do your customers a service and make profit for yourself by showing them that they should buy a tractor that saves them money *every day of its life*.

The OilPull produces the cheapest farm power. This is proved by its records on fuel economy, low upkeep and long life.

It saves money for your customers on fuel, reducing the cost as much as 39% under average conditions, according to exhaustive expert comparative tests. Requires only half the upkeep expense—another saving. Average life of OilPull is over 10 years—a big saving in depreciation. And the purchase price is the lowest at which such cheap, reliable power can be bought.

Your customers want power. Whether it comes in the form of a two or four-cylinder, kerosene or gasoline burning tractor is not the question. They want the cheapest and most reliable power available. They want OilPull power, "The cheapest farm power."

Selling the OilPull is always a satisfying job. You know your customers will be satisfied. You know they will save money and boost for you. You know your profit will *remain* yours because little service will be necessary. And the longer you have the OilPull agency, the easier your sales and profits will come. It pays to sell a product that you can believe in yourself and be proud of. If you think your locality can be more thoroughly represented, write us for details of the OilPull proposition.

Advance-Rumely Thresher Company, Inc., LaPorte, Indiana

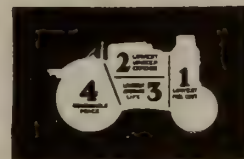
Calgary, Alta.
Saskatoon, Sask.

48 Abell Street, Toronto, Ont.

Regina, Sask.
Winnipeg, Man.

The Advance-Rumely line includes kerosene tractors, steam engines, grain and rice threshers, alfalfa and clover hullers, husker-shredders and farm tractors.

Serviced Through 30 Branches and Warehouses



The Four Vital Factors

A tractor to produce cheapest power must combine the following four factors:

- 1—Lowest Fuel Cost,
- 2—Lowest Upkeep Cost,
- 3—Longest Average Life,
- 4—Reasonable Price.

OilPull records prove that it is the first and only tractor to combine all four.

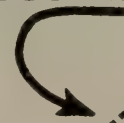


Triple Heat Control

A gallon of cheap kerosene contains more actual power than a gallon of expensive gasoline. This is a recognized fact among experts. The problem has been to get the power out.

Triple Heat Control is a scientific system of oil economy that positively does get the power out.

Mail Coupon for FREE Booklet



Advance-
Rumely
Thresher
Company, Inc.
Dept. RR
Address Nearest
Branch Office

Please send free copy
of booklet on Triple
Heat Control.

Dealer's Name.....

Address.....

County State.....

ADVANCE-RUMELY

With the Manufacturers

The Prendergast Fence Co., Ltd., Sarnia, Ontario, manufacturers of wire fencing, have commenced operations.

Damage estimated at nearly \$5,000 was done to the plant of Wood Bros' Thresher Company, De Moines, Iowa, recently.

The Russell Gear and Machine Co., Ltd., Toronto, have acquired the manufacturing and selling rights in the British Empire for Billmont wrenches.

The Lincoln Tractor Co. will move to Sandusky, O., from Urbana as soon as the plant of the Dauch Tractor Co., in East Sandusky, is remodelled.

A representative of the Hayes Wheel Co., of Chatham, Ontario, is in England with a view to business with motor car manufacturers.

A company is reported to be in course of formation in Canada to manufacture the "Ideal" sewing machine, which is already being made in England.

The Liberty Tractor Corp., Detroit, Mich., is negotiating for the establishment of a manufacturing plant at Monroe, Mich.

The Samson Tractor Co., Janesville, Wis., for some weeks

past has been operating on a production schedule of 30 tractors a day.

Chas. E. Sanders has resigned as General Purchasing Agent for the Emerson Brantingham Co., Rockford, Ill. to go into the insurance business.

A. V. Harbun, manager of the Western factory branch of the National Steel Corporation Ltd., Hamilton, reports the sale of a fleet of sixteen one-ton "National Trucks" to the Orange Crush Bottling Co.

The Topp Stewart Tractor Co., of Clinton, Wisconsin, are reported to be opening a Canadian factory at Kitchener, Ont. The company will build a tractor of the four-wheel drive type.

Gordon E. McGregor, former vice-president of the Ford Motor Company, who died March 11, left an estate valued at \$1,069,045.03, of which \$819,294.68 is personal estate and effects and \$249,750.35 is real estate.

J. E. Erickson has been appointed advertising manager for Fairbanks, Morse & Co., Chicago, succeeding Wm. E. Fleming,

who has resigned to enter the publication advertising field.

Henry S. Lord, vice-president and treasurer of the Moline Plow Co., Moline, Ill., has presented his resignation after nearly ten years of service. He has not announced his plans for the future.

The board of directors of the Maxwell Motor Company of Canada, Ltd., and the Chalmers Motor Company of Canada, Ltd., at a meeting in Windsor, Ont., elected John Lawrence Hibbard, president and general manager.

W. A. Van Horn, manager of Four-Drive Tractors, Ltd., which purchased the assets of the Four-Drive Tractor Company says that the company is preparing to get into production on rubber tired steel wheels as auxiliary equipment.

The Madison Plow Company, Madison, Wis., recently resumed operations at the plant, which has been closed down since last July. A few men have been at work in the erecting department, but the balance of the plant has not been operated.

The H. & D. manufacturing company has been incorporated with a capital stock of \$10,000 to manufacture pistons, piston rings and other accessories at Racine, Wis. The incorporators

are William A. Draeger, Walter R. Draeger and Martin Horeth.

A \$200,000 company has been organized in Oklahoma City for the purpose of manufacturing a new nickel alloy that is rust proof and has a tensile strength, as determined by the Carnegie Institute of Technology, of 98,500 pounds per square inch.

A new model 4 cylinder tractor engine, to be produced in two sizes, has been announced by the Erd Motor Co. It will be known as the Model B, and the cylinder dimensions are 4x6 inches, known as model B-30, and 4 1/4 x 6 inches, known as model B-35.

New offices have been opened in Vancouver by the Canadian Ice Machine Company, Limited, who are extending their field to Western Canada. R. Groebel, formerly manager of the Winnipeg branch office has gone to Vancouver as western manager of the firm.

The Inland Products Co., St. Louis, Mo., a new corporation capitalized at \$500,000, has purchased the assets of the Stark-Inland Machine Works, manufacturers of the Inland one-piece piston ring and other automotive products. C. C. Miner is president and manager of the company.

J. E. Gardner, manager of the Minneapolis branch of the J. I. Case Threshing Machine Co., said that their March business was three times that of March, 1921, and that out of \$550,000 in farmers' paper taken by the Minneapolis branch in 1921, only six notes, totaling not over \$3,000 now are overdue.

C. D. Gleason has been appointed Canadian sales manager of the Durant Motor Company with headquarters at Toronto. For a number of years he was connected with the Chevrolet Motor Company of Canada at Oshawa. Subsequently he went to Detroit and represented the Chevrolet division of General Motors in that city.

General Motors Corp., Detroit, Mich., in its balance sheet of Dec. 31, 1921, shows current assets of \$179,214,317, of which \$40,057,401 is cash and current liabilities of \$81,553,967. During 1921 notes payable have been reduced from \$72,421,451 to \$48,974,996—a reduction of 32.4 per cent. Inventories during the year were reduced from \$164,684,000 to \$108,762,000—a reduction of 34 per cent.

A recent press report stated that General Motor of Canada, Ltd., were to establish an assembly plant in England for

The Very Low Twine Prices

announced by the BRANTFORD CORDAGE COMPANY LIMITED over two months ago mean a much smaller outlay for Binder Twine than for some years past. On some grades there is a reduction of 6 1/4 c. a pound—one third less than last year, or about half the price of four years ago.



THE BRANTFORD CORDAGE COMPANY LTD., the only surviving strictly Canadian Binder Twine Factory in Canada, has had no tariff protection since 1896, yet is today the largest producer of binder twine in the British Empire. These facts alone give the greatest testimony to the quality of Brantford Twines.

Any wise dealer or farmer fully understands that we never could have reached our present position as the largest Binder Twine Manufacturers in the British Empire, in the face of keenest competition, if our quality had not been the very best.

Our mills are equipped with the most modern machinery and devices which give our twines that outstanding uniformity, length, strength, firmness and finish which mean a saving of a lot of money, time and trouble in the harvest field.

All our twines are submitted to a special treatment to make them insect proof.

Place your requirements for Brantford Twines. Don't delay. Send your enquiries or orders to our Western Office.

The Brantford Cordage Company Limited

162 Princess Street,

Winnipeg, Manitoba.

their cars. R. S. McLaughlin, president of General Motors of Canada, says that General Motors, Limited of London, which is the English Division of General Motors Corporation, have leased the Graham White plant at Hendon, a building 400x200 feet, where they will unpack and assemble all the cars shipped by General Motors of Canada.

A Novel Use For The Tractor

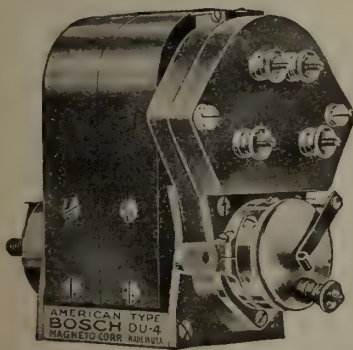
Every day sees new uses for the ubiquitous tractor. W. Eugene, a farmer at Moorehead, Minn., passed through Winnipeg recently to occupy land which he has bought at Camper, in the Winnipegosis district. He moved his house and family north by tractor power.

They had the house set on wheels and hauled it by the tractor, the party carrying a complete camping outfit and living out of doors en route north.

Serving The Implement Industry

A report from Toronto states that the journal formerly known as the Canadian Motor Tractor and Implement Trade Journal will withdraw from the implement and farm equipment field, and is now covering the garage and accessory trade as the Canadian Motor and Tractor Journal. This leaves the two original implement trade journals serving the industry in the Dominion, one published in Toronto, and "Canadian Farm Implements," which serves the implement, farm equipment and tractor trade in the vast agricultural territory lying west of the Great Lakes.

Magneto Repairing Is Our Specialty



We are the Only Official Representatives of the Following Magneto Companies in this District.

Send us your magneto work. We represent: Bosch, Dixie, Splittorf, Berling, K-W., Kingston, Wizard, Simms, Webster, Eisemann and Teagle Magnetos.

Special discounts to the trade.

Magneto Service Station Ltd.
14th Ave. and Broad St., REGINA, Sask.

"Waterloo" Service from Winnipeg Branch

DEALERS:-We have opened a New Branch at 325 Elgin Ave., Winnipeg, to serve our many customers in territory South-West, South, North and East of Winnipeg. We will carry at Winnipeg a large stock of our Tractors and Threshers; also complete repair stocks for the entire "Waterloo" Line. If located in Winnipeg territory, send us your orders. Pay us a visit when in the city. We assure you prompt supply of new machines or repairs.

They Can't Overwork a "Waterloo" Outfit

A Size for Every Farm

20x36, 24x36, 24x42, 28x42, 32x52,
36x56, 40x62



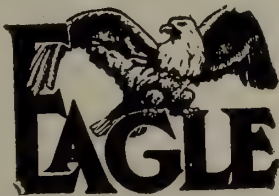
Send Us
a List of
Your
Thresher
Prospects

This year farmers will demand a real job from the separator they buy—clean threshing, thorough separation, perfect cleaning and unequalled saving.

"Waterloo" Champion Separators

Handling them you sell a separator that means absolute reliability to the farmer. Guaranteed grain savers, they protect against possible loss. Belt the Waterloo Champion to an Eagle or a Heider tractor and you have a threshing team that can't be beat. Equipped complete with Wind Stacker, Feeder, Wagon Loader and Register. Ask for prices.

Tractor Owners Mean Thresher Orders for You

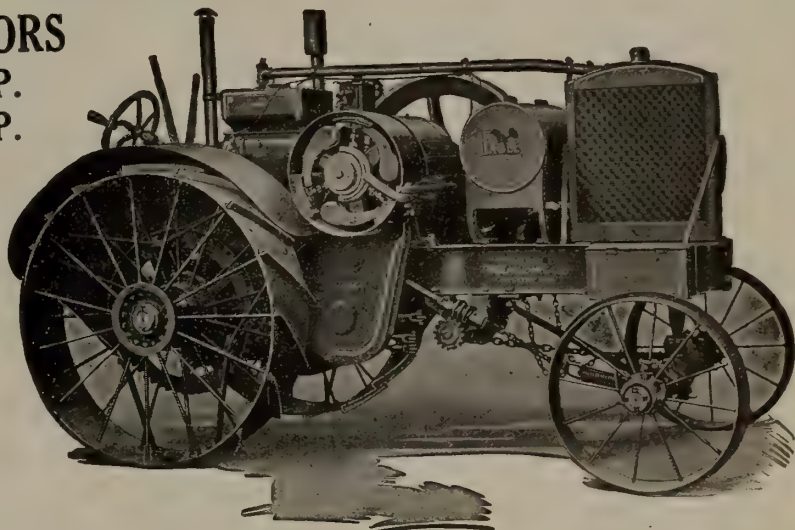


TRACTORS

12-22 H.P.

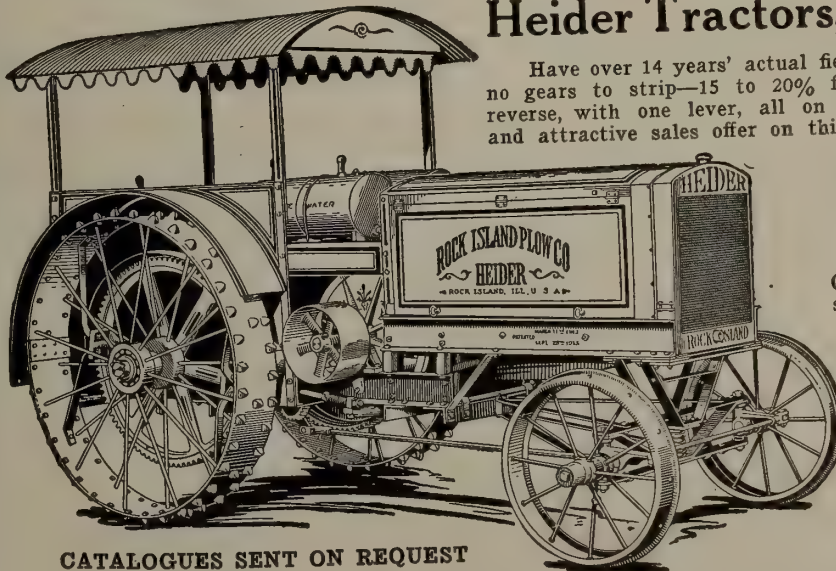
16-30 H.P.

The simplest tractors built. Economical, dependable power for both field and belt work. Smooth, steady power for threshing. Your profits are not absorbed by service expenses. Note the large, wide-faced belt pulley—in correct position. Horizontal, twin-cylinder valve-in-head motors. 12-22 is 7x8"; 16-30 is 8x8". Use gasoline or kerosene. Hyatt equipped.



Heider Tractors, 12-20 and 9-16 H.P.

Have over 14 years' actual field work behind them. The Heider has no gears to strip—15 to 20% fewer parts. Seven speeds, forward or reverse, with one lever, all on one motor speed. Get our 1922 prices and attractive sales offer on this line.



CATALOGUES SENT ON REQUEST

Rock Island Tractor Plows and Discs

Our tractor plows, in 2, 3 and 4 bottom sizes are equipped with the famous CTX moldboard. The No. 38 tractor disc, with independent action gangs, is made in 8 and 10 ft. sizes.

We handle Kerosene and Gasoline Tractors, Plows, Discs, Portable and Traction Steam Engines, Separators, Wind Stackers, Baggers, etc.

The Waterloo Manufacturing Co., Ltd.

Western Head Office:—Portage La Prairie
Winnipeg Regina Saskatoon

Cleveland Tractor Co. Reorganized

A report states that negotiations have been completed for the reorganization of the Cleveland Tractor Co., Cleveland, Ohio, although the name of the Company will be retained by a new automotive organization known as the Allyne-Zeder Motor Co. The new concern

will continue the production of "Cletrac" tractors as in the past, and will also produce a new 6-cylinder car and a one-ton motor truck.

The new company will have authorized and outstanding capitalization of \$10,000,000 eight per cent. cumulative (\$100 par) preferred stock and 200,000 shares of no par common stock. Of

this 49,442 shares of preferred and 49,442 shares of common will be given in exchange for the 49,442 shares of \$100 par value Cleveland Tractor Co. stock now outstanding.

The name Cleveland Tractor Co., as stated, will be retained and applied to a subsidiary company which will market Cletrac tractors and the motor truck. This truck has been designed by Rollin H. White.

Clement Studebaker, Jr., and his brother, George M. Studebaker, both formerly associated with the Studebaker Corporation, will join Rollin H. White, president of the Cleveland Tractor Co.

Waterloo Manufacturing Co. Open Branch at Winnipeg

W. Umbach, western manager of the Waterloo Manufacturing Co., with western head office at Portage la Prairie, announces that the company have opened a branch house at 325 Elgin Ave., Winnipeg.

The company have a great many customers in the Eastern part of the province and their new branch in Winnipeg will permit them to give still better service to Waterloo dealers and farmers throughout the territory lying South-west, South and North and East of Winnipeg. They have opened this branch with the aim in view of giving improved repair and supply service to the trade, and also to allow dealers visiting Winnipeg

an opportunity to look over the entire Waterloo line.

The company occupy the large premises at 325 Elgin Ave. formerly leased by the Gilson Mfg. Co. The Waterloo organization have leased the premises for a number of years, and will carry a complete stock of Waterloo Champion Separators, Heider Tractors, Eagle Tractors, and Rock Island tractors plows and discs. They will also carry a complete repair stock for their entire line.

W. D. Buchanan, formerly at the Portage la Prairie office will be in charge of the Winnipeg branch, while A. J. Britton will be sales representative in the territory served by the branch. The branch opened for business on May 15th, and are now in shape to take care of all orders for new machines and repairs.

For a number of years the Waterloo organization were represented in Winnipeg by jobbers, but they have not found this system satisfactory. With the new branch they will be in excellent shape to maintain the high standard of service which is a feature of the company.

The complete line includes the following machines: "Waterloo" Champion Separators in seven sizes:—20x36, 24x36, 24x42, 28x42, 36x56 and 40x62. They are also exclusive Canadian distributors for Eagle Tractors, as manufactured by the Eagle Manfg. Co., Appleton, Wis. This tractor is made in two sizes, 11-22 h. p. and 16-30 h. p. In addition the company distribute Heider tractors, as manufactured by the Rock Island Plow Co., Rock Island, Ill., a tractor made in 12-20 and 9-16 h. p. sizes.

They report a good demand for the Rock Island tractor plow which is made in 2, 3 and 4-bottom sizes, with the CTX mouldboard. The Rock Island engine discs are also distributed by the company, these being sold in 8 and 10 ft. sizes.

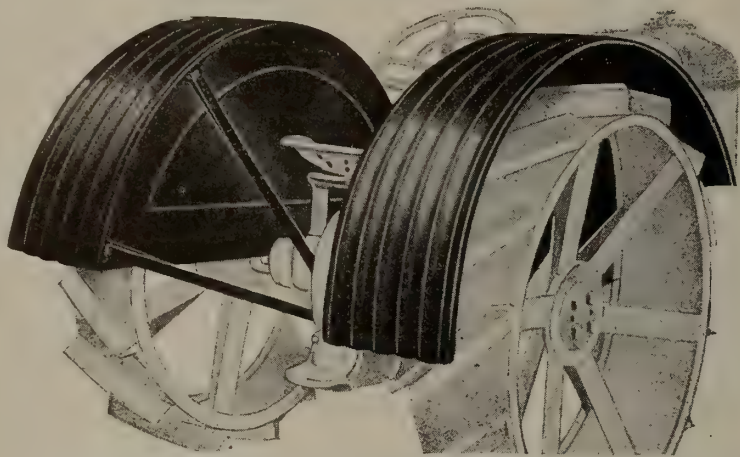
Moline Plow Co. Reorganized

The completion of the reorganization of the Moline Plow Co., Moline, Ill., was announced recently. New plans were ratified for the company by the directorate.

The new company was launched with \$16,000,000 of current assets and with all current indebtedness cleared from its books except accrued and current expenses and \$70,000 of current accounts. The most striking feature of the reorganization is the conversion of \$25,000,000 of indebtedness into

Fenders For Fordson Tractors

A FAST SELLING SPECIALTY FOR THE DEALER



You can sell them to every Fordson owner in your district. Protect the driver and gearing. Keep dust from wheels out of driver's face. Made of heavy, galvanized, corrugated iron, painted black. Strongly reinforced. Iron braces, with bolts, nuts and washers, are supplied. The braces are bolted to tractor at points where holes are already bored. No drilling necessary. They can be attached with no trouble. Let us ship you a sample.

REASONABLE PRICE. ATTRACTIVE TRADE DISCOUNT.

The Metallic Roofing Co. of Canada, Limited
797 Notre Dame Avenue Manufacturers Winnipeg

Every Manufacturer and Distributor should arrange now for Space, and Display their Farm Equipment Lines at the

PROVINCIAL EXHIBITION OF MANITOBA

JULY 24 to 29 BRANDON, MAN. JULY 24 to 29

Participate in Canada's Greatest Implement Display.

The Exposition Opportunity of the year for Canadian and American Manufacturers of Tractors, Threshers, Farm Implements, and all other lines of manufactured goods. An exhibit at Brandon will keep your lines before the biggest crowd of farmers who attend a Western Exhibition. Firms who, year after year exhibit their lines at BRANDON have proven IT PAYS.

"It's Where the Manufacturer Meets the Buyer."

Farmers have bought less than normal requirements for the past two years. They are now on the market and will closely investigate machinery and equipment at the Exhibition. Keep your goods before the farmers and dealers by reserving space for a display.

Whatever you manufacture—Tractors, Threshers, Implements, Lighting Plants, Automobiles, Motor Trucks, Road Machinery, Cream Separators, Milking Machines—you will find scores of live prospects at the PROVINCIAL EXHIBITION. Assure this sales contact.

You Cannot Afford to Miss It

Develop increased business. Show your known lines. Introduce new machines. No Exhibition affords you a more efficient means of reaching the buyer.

Apply For Space Early

For Full Particulars,
Address the Secretary

R. M. MATHESON,
President

W. I. SMALE,
Sec'y and Manager

Build Sales by Showing your lines to the thousands of farmers who visit this GREAT ANNUAL EVENT.

Outside Space in Machinery Section FREE. A nominal charge for inside space. Write or wire.

\$12,500,000 of 20-year debentures and \$12,500,000 of first preferred stock. The officers elected to control the new company are:

George N. Peek, president; H. S. Johnson, executive vice-president; R. W. Lea, vice-president and manager of the Stephens Motor Car Co.; F. W. Edlin, vice-president and sales manager; C. B. Rose, vice-president in charge of tractor works; H. B. Dinneen, vice-president in charge of implement manufacturing and L. C. Shonts, secretary.

The assets of the company are net, says the report, after writing inventories and plants to rock bottom, and ample provision for liquidating all unprofitable departments and obsolete and slow moving inventories, for possible losses on receivables, and for any reasonable contingency of further readjustments of the business or declines in value. Pres. Peek plans to modernize and improve the system of implement sales and distribution so that lower prices may be available for the farmer.

McGonigal Heads Cletrac in Canada

S. A. McGonigal has been elected Director of The Cleveland Tractor Co. of Canada, Ltd., Windsor, Ont., succeeding J. L. Hibbard resigned.

Mr. McGonigal's connection with The Cleveland Tractor Co. includes four years of intensive work both at the company's Home Office in Cleveland and in the field. He has been Assistant to the Vice President in charge of sales, and Manager of the Company's Atlanta Office as well as Sales Manager of the Central District comprising Michigan, Indiana, Kentucky and western Ohio.

The Cleveland Tractor Co. of Canada, Ltd. is located at Windsor, Ontario, with branch organizations at Montreal and Winnipeg and distributors at the important agricultural and industrial centres.

Company Demonstrated Rotary Cultivator

Western Implements Ltd., 1018 Sherbrooke St., Winnipeg, manufacturers of the Gardiner rotary cultivator held a demonstration of this machine at the Manitoba Agricultural College on May 31st.

This machine, which is equipped with rotary open discs, which are spring-mounted on a strong triangular frame, is made to pull

out the weeds or cut them off at the roots, and spread them on top of the soil so that they are exposed and killed by the air and sun. Any depth can be cut, according to the power used.

The machine used in the demonstration was pulled by a four-horse team and did very effective work, leaving the soil free from weed growth and skipping none of the area covered. It was tested with a draftometer to gauge the power required, and on heavy gumbo summer-fallow showed a variation in pull from 800 to 1200 lbs. draft, according to the part of the field.

A Double Sickle Attachment

Improved Farm Machinery Ltd., Winnipeg, are busy in production on their line of double sickle attachments which are adapt-

able to any binder or mower. This attachment has two knives which are operated with one pitman and fulcrum. The knives move in opposite directions and clip the grass or grain exactly as does the sheep shearing clipper or barbers' clipper. The company state that their sickle will cut where single knives will not operate, and that it will not clog in handling any kind of crops.

Implement Warehouses For Sale

Notice is given that tenders are being received by the Grenfell Milling and Elevator Co., Grenfell, Sask., for the sale in block or in parcels of their real estate buildings, fixtures and stocks.

At Grenfell the property consists of an implement ware-

house, lumber warehouse, garage, store and office building and real estate. In addition, tenders will be received for the real estate buildings, fixtures and stocks of the company's branches at the following points: Broadview, Glenavon, Grayson, Kipling, Neudrof, Oakshela, Summerberry and Windthorst. The stocks of the company at the various points, include such lines as implements, automobiles, lighting plants, hardware, lumber, etc.

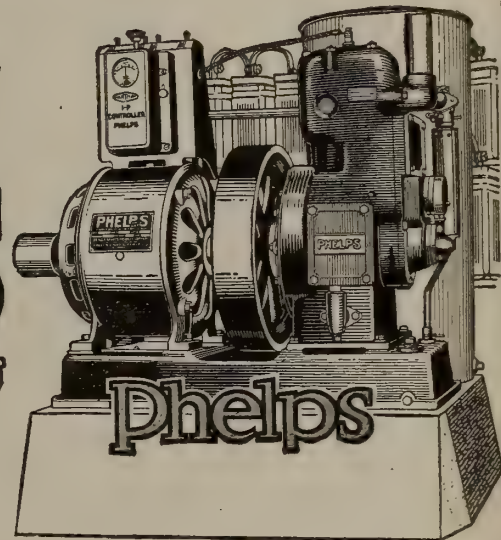
The complete town lighting plant at Summerberry is offered for sale, also buildings and real estate at Percival. Full details regarding the sale may be had from the company's head office at Grenfell, and tenders will be received up to June 15th.

Make Your Store Local Headquarters for The LISTER- Phelps

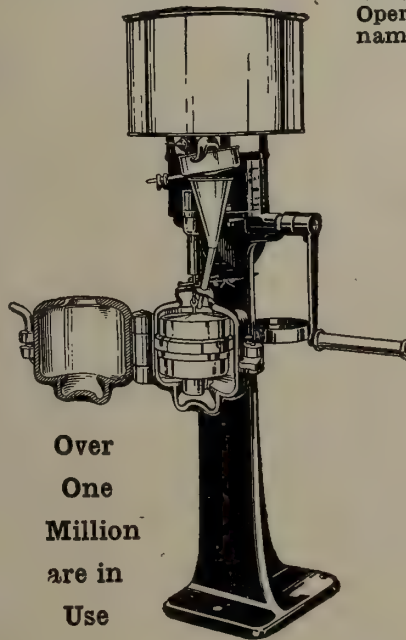
Power and Light

FARM ELECTRIC PLANTS

1000 and 1500 Watts Capacity



For farm use, store, hall, school or church the Lister-Phelps Light and Power Plants dominate the field in quality, simplicity and efficiency—yet sell at a very reasonable price. Guaranteed capacity of 50 and 75 lights without battery. No switchboard; simple control box. A lever starts or stops engine, cutting out battery, and gives 3½ h. p. to power pulley. Operates on gasoline, kerosene or distillate. Get our attractive sales offer. Send names and addresses of your prospects. We will co-operate with you.



Over
One
Million
are in
Use

Melotte — It's the King of all
Cream Separators
12 Sizes: — 280 to 1,300 lbs.

Dairy equipment is in big demand—and the Melotte is the best investment for the farmer; therefore a line that pays handsomely to handle. The original self-balancing, suspended, frictionless bowl has never been equalled for close skimming. Easy terms arranged. Graduated allowance made on old machines taken in exchange. We have a number of rebuilt Melotte and Lister-Premier Separators—good as new but selling at half price. Ask for Special Price List.

Summer! Sell our 1 H. P. Pumping Engine

Dependable, Economical and at a price that can't be beaten. Air-cooled; skid-mounted, four-cycle, 3x3 in. with jump spark ignition. Absolutely reliable. Fully guaranteed.

Lister Lines will Get You Good Business

The Lister Line, includes: "Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister Premier" Separators, Milkers, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, etc.

R. A. LISTER & CO. (Canada) LTD.

Winnipeg, Man.

Toronto, Ont.

Is this Competition Nearing its End?

In the merry implement days of the war period, when grain prices were at the peak and cash sales easy, the sale of implements by mail was a feature that seriously affected dealers in many districts. In addition came the sale of machinery by the farmers organizations, but now that times have changed there seems little likelihood that this form of competition will maintain its former proportions. The farmer's organizations, and also the mail order machine concerns, have lost money in handling farm machinery. If the past year has been one of terrific strain upon the resources of large implement concerns with big capital and wide-spread organizations, it has also had a dire effect upon the direct selling firms who had to buy their stocks here, there and everywhere, in job lots, and who often paid exceptionally high prices for the goods.

The direct selling concern which does not operate its own factory has in the past had to hunt for supply sources at many points on the map.

When it placed an order it paid cash for the goods, and often they were not of a quality that warranted the price paid for production, or the price charged in the catalog. This changing from factory to factory for supply led to a multiplicity of makes and types, so much so that, humorously enough, the farmer's, sale organizations today do not, in cases, know where to get repairs for the machines they themselves sold in bygone years. This, be it said, in a territory where implement sales are meant to be under Farm Machinery Acts, with their stipulations regarding the stocking of repair parts by vendors for a given period for machines sold.

The concerns selling implements by catalog, of whatever variety, sold them for one of two reasons:- To give their customers an implement line in addition to groceries or clothing, or to prove to the down-trodden farmer that the implement manufacturers were the world's greatest bandits. Yet time seems to have proven that to sell implements—even good implements—at a cut price does not pay and that there is more entailed in implement merchandising than a picture and a price. The day is passing when the farmer will buy implements at long range from a picture book. He has proven that pictures are deceptive and that price is not so important a factor as dependability, effici-

ency and durability. When grain prices fall and fewer dollars are coming his way, like all of us the average farmer wants good value for his money. Also,—like the man who argued with a hornet—he remembers when he got stung. That memory abides long after the M. O. machine has shaken to pieces.

The New Steel Combination

It is reported that the new steel combination projected in the United States, is about to be completed. Some of the largest steel manufacturers in that country are alleged to have committed themselves to join the new combination, which would have a capital aggregating from 800 million to 1000 million dollars. Two companies have already consolidated, and it is stated that before long the measure will include all the independent companies.

It is reported that the U. S. Steel Corporation controls 50 per cent. of the iron and steel production of the United States. In 1920 the U. S. Supreme Court refused to dissolve this alleged monopolistic trust upon the ground that great public inconveniences would result.

Assuming that the new combination takes place, the whole steel trade of the United States will be under the control of two

gigantic corporations. What, may be asked, will come of the consumer?

The two corporations can by agreement absolutely fix prices and control the market because the tariff shuts out any foreign competition. An effort will be made to restrain the Independents from going into a merger, but even if that be successful, the control of the iron and steel business of the United States will still be vested in a small number of corporations. They may compete, but they are more likely to have price agreements of one kind or another.

The production cost of tractors and all farm implements and equipment depends to a very great extent upon the cost of iron and steel. Should immense combinations control the supply of iron and steel, the effect upon the tractor and implement prices may be vast, for even the largest producers have generally to contract for stock at the best price they can get. What will that price be when no independent steel and iron producers exist?

Wagons, being used the year around, should be saleable at numerous times during the year. The dealer should be able to make an occasional wagon sale in a season when business in other lines is dull.

The Summer Market For Tractors

The real power farming dealer is considerably more than a retail merchant. He has something more than a tractor, plow power farming service to sell—a service which once installed will do the farm work better, cheaper and quicker than it can be done with horses and at a lower cost for labor and which at the same time will assure larger crops and bigger bank balance at the end of the year.

When the season has advanced to June or July the power farming dealer makes selling arguments out of the hot horse-killing work in the hay fields and the harvest fields. He knows that these jobs are the hardest of the year for both the farmer and his horses and he can show the farmer that a tractor will get this work done in better shape and in less time than by any other method. The tractor's ability to do the heavy work of summer and early fall is exactly as good a reason for its purchase in July as its plowing ability is the reason for a purchase in April or September.

There are other summer jobs, not all of them farm work, but all of them power work, and all done by farmers, which can be made to show the farmer that he can afford to buy a tractor in mid-summer.

Road work can be done between the haying and harvest seasons, new ditches can be run, and many other jobs seen to.

The power farming dealer who will use these jobs to demonstrate the tractor's worth doesn't need to depend upon the plowing season alone to bring him sales. When he wants business he gets it no matter what the season or the work at hand.

But there is another factor fully as important as the power farming dealer's aggressive sales methods. He must select the tractor he is to sell for its natural ability to work in every season, under the widest variety of conditions and on all sorts of farm jobs. If he is selling a tractor which meets these requirements he can be sure of a summer market and a winter, spring and fall market as well.

Get Business by Going After It.

Western Canada was never a territory prone to pessimism, and the "liverish" outlook of some men in the implement trade today is without justification. We know that the time when the farmers ran after dealers for machinery is past; now the dealer must

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS, VEHICLES, ENGINES, AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG.

WINNIPEG, CANADA

Eastern Canadian Offices:- J. B. Rathbone, 95 King St. E. Toronto;
317 Transportation Bldg., Montreal.

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year

Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, JUNE, 1922

do the hunting. To sit still and say that no business exists, is the best way to assure that none will exist. Get out and sell; these are the days when salesmanship will bring home the orders.

With good crops assured in the great majority of districts there is no reason why satisfactory business can not be secured. But it will not be secured without effort. To say that the farmer has quit buying is very questionable. Have you quit trying to sell?—that's the point that counts.

There is much in mentality, and the man who is impressed with the idea that sales cannot be made will not make them,

Manufacturers who do not advertise aggressively today make a great mistake. They only help the dealer arrive at a wrong conclusion. Observe the humble hen. When worms are scarce, she scratches the harder. That policy applied to advertising and sales effort will assure a resumption of business. When the day comes that the farmer can operate without implements is the time to throw up your hands—which, as Euclid says, is absurd. Use some pep and perspiration, and you'll find that the fellow who goes after the business, GETS IT.

Business Changes—Personal Items

J. P. Wolfe is the owner of a new auto concern at Sedley.

G. H. Brown is a new dealer at Davin.

The Reliable Battery Service has commenced in Winnipeg.

Jack Smith has closed his car business in Calgary.

The Park Motor Repair Shop has opened at Banff, Alta.

Steam Car Sales Ltd. has been incorporated at Edmonton.

Choate & Larson are now operating a tractor and auto repair shop at Red Deer.

H. D. Bowles is now carrying on an automobile business in Truax.

Partnership is registered in connection with the Automotive Service at Kelvington.

R. J. Sweeney has commenced in the automobile business at Wawanesa.

Sauer Bros. implement dealers at Neudorf, have sold out to G. Gottschalk.

Richardson & Cooper, auto dealers at Harding, have sold out to A. A. Leroy.

Ronald Wise is operating a car and tractor repair shop at Headingly.

Gas Savers Limited is the name of a new firm incorporated at Winnipeg.

Charles Keen has added an electric lighting plant to his automobile business at Silton.

G. Kelly is now operating a car and accessory business at Springwater.

Jos. Mergens is operating a gasoline and oil business in Weyburn.

Partnership is dissolved in the Whitewood Garage at White-wood.

Change in ownership of the Central Garage, Battleford, is reported.

N. A. Young has commenced in the tire and vulcanizing business at Rocanville.

G. T. Osborne is now operating an automobile business at Nesbett.

Gemmil & Robson, have opened a car and tractor repair business at Griswold.

Elizabeth Wilson is registered as sole owner of the Elphinstone Garage, Elphinstone.

Partnership is dissolved in the Imperial Motor and Machine Co., at Imperial.

Vic. Elstrom and H. Osmond are new garage owners at Moose Jaw.

Henry Marnoch suffered fire loss in his auto and tractor repair shop at Brooks last month.

S. & A. Anderson, auto dealers and hardware men at Glenboro, have dissolved partnership.

Clark Bros. & Bell, auto dealers at Weyburn, have opened a battery service station.

W. H. Hillman is the name of a new dealer operating at Snowflake.

Masterman Motors, of Regina, have opened a branch business in Saskatoon.

Sharpe & Heberlee have discontinued their auto business in Regina.

Wright & Anderson have sold their auto accessory business at Calgary to Wm. Coulter.

J. C. Day is now operating an implement and hardware store at Consort.

In a recent fire at Irwine, J. H. Dielold and Stelter Bros. suffered loss in stock and premises destroyed.

Western Auto Accessories Ltd. Moose Jaw, has been struck off the register of companies, according to a report.

E. J. Smallacombe, an implement dealer at Salvador, suffered fire loss last month. He is fully covered by insurance.

The Harness stock of Cherry Bros., at Deepdale, was badly damaged by flood during the past month.

J. H. Bradshaw has sold his business at Bethany to A. Evans.

The McIntosh Service Garage has commenced at Cardale.

Yorkowski & Billek have opened a car and tractor repair and machinist business at Ebenezer.

Partnership is dissolved in the Frobisher Garage and Machine Shop. R. J. Reynolds retires from the business.

E. J. Meilicke & Sons, Ltd. have sold out their branch at Hughton to the Imperial Lumber Yard Ltd.

Taylor Bros. have sold their car and equipment business at Kindersley to Morgan & Fairleigh.

The interest of W. H. Allways in the Auto Supply Co., Yorkton, has been purchased by L. J. Roll and E. Groom.

F. A. Krause has opened a harness business in Yorkton, and John McCann is operating a garage in the same city.

Jones Bros. have dissolved partnership in their car business at Gilbert Plains. H. M. Jones continues the business.

The estate of H. W. Halstead, who carried on an implement business and garage at Myrtle, has been sold to R. Brown.

P. Kuzyk & Co. suffered fire loss in their implement business at Sifton last month. The damage was covered by insurance.

The stock and fixtures of D. Wood Ltd., Teulon, an implement and general store in that town, have been sold to David Wood.

Gray-Campbell, Limited, Moose Jaw, distributors of Gray-Dort cars, have opened a branch business at 666 Portage Ave. Winnipeg.

In a recent fire loss at Demaine, the following firms suffered loss: O. Rensley, garage owner and B. Good, implement dealer.

Routley & Robinson, garage owner and auto dealers at Grandview have dissolved partnership. K. N. Routley continues the business.

R. E. Lamb & Sons, MacGregor, are reported to have dissolved partnership. R. E. Lamb is now sole owner of the business.

McKenzie & Diggle, implement dealers and garage owners at Kelfield, have dissolved partnership. Diggle & McLeod now operate the business.

The Bruderheim Implement Co., Ltd., has been incorporated at Bruderheim, where they will handle several lines of the leading manufacturers.

At Fort Frances, Thomson & Doupe have opened a garage

business, while D. R. Gillon is carrying on a tire and vulcanizing station.

Frank Griesel has commenced an auto and tractor repair shop in connection with the implement warehouse of J. E. McDowell, dealer at Mossbank.

The Bearings Service Co. of Detroit, Mich., have opened a branch business at 327 St. Mary's Ave., Winnipeg. They will carry all sizes of Hyatt, New Departure and Timken bearings.

Partnership has been dissolved in the Wilson Implement Co. at Okotoks. This firm handle implements and autos. J. H. Wilson and E. Robinson are now operating the business.

D. E. Crabb has moved his auto business from Borden to Radison, and has sold out his premises to Walker & Gatzke. He takes over the garage of A. H. Rae at Radison.

W. S. Thomas, president of the Thomas Manfg. Co., Springfield, Ohio, died recently following a heart attack. He was 65 years old and began work in the firm of J. H. Thomas & Sons, seeder manufacturers, in 1875.

John Herron, the veteran Western Canadian thresher expert, reports that he is no longer connected with the Macdonald Thresher Co. of Stratford, Ont. Mr. Herron has so far not decided upon his plans for the future.

Bay Nichols is operating an automobile business at Holden.

The building and plant of the Medicine Hat Pump and Brass Mfg. Co., at Medicine Hat, were destroyed by fire last month. They manufactured a line of pumps and windmills.

A company known as Rib Stone Cement Stave Silos Ltd. has been incorporated at Winnipeg with a capital of \$50,000. The leading figures in the company are R. R. Gunn, and C. L. Gunn, and the charter empowers the concern to manufacture and sell silos.

George Matheson, formerly a well known dealer at Craik, Sask., and who has passed the past year in Meaford, Ont., has returned to the West. For the present Mr. Matheson is residing in Moose Jaw where he is renewing acquaintances with his many friends.

J. S. Menzies, manager of the Stewart Sheaf Loader Co., Winnipeg, at present in England on business in connection with the company. It is understood that Mr. Menzies is on the outlook for British capital in connection with the large machine plant owned by his company in Winnipeg.

Fred Bruce has opened an implement warehouse at Benito.

F. L. White is now operating an automobile concern at Antler.

T. S. Wilson is now operating an automobile business in the Swallow.

Begin & Goddu are proprietors of a garage and auto business at Ponteix.

Flanigan & Audette, dealers at Beatty, are reported to have dissolved partnership.

Cliffe & Donley, automobile dealers at Minto, have sold out to E. C. Sproule.

R. J. Sweeney has commenced in the automobile business and repair trade at Wawanesa.

W. W. Stauffer has sold out his tractor and auto repair shop at Holland to W. H. Tape.

Jos. Ernest has commenced in the automobile business at Brookdale.

The White Company, dealers in automobiles in Winnipeg, have removed to 301 Burnell St.

R. Fingerson is the owner of a new implement warehouse at Leask. He reports trade as good.

D. N. Jamieson, manager of the Winnipeg branch of the R. A. Lister Co. of Canada spent a day or two in Saskatoon and Regina during the last week in the month.

D. B. McLeod, sales manager of the Winnipeg branch of the John Deere Plow Co. visited Rainy River district on business the latter part of May.

Kenneth Forbes, manager of the Winnipeg branch of the Canadian Fairbank-Morse Company, was observed to be in a particularly happy mood on May 22nd. It's a daughter.

S. Smith and D. A. Campbell, implement dealers at Sandy Lake, have dissolved partnership by mutual consent. All claims against the business will be seen to by Sydney Smith.

H. W. Hutchinson, vice-pres. and general manager of the Sawyer-Massey Company, Hamilton, Ont., recently spent a week or two in Winnipeg at the local branch of the company.

On May 26th fire broke out in the office of the Massey-Harris warehouse at Shoal Lak, Man. The fire was put out before serious damage was done and the loss is fully insured.

F. N. MacDonald, Winnipeg, will spend some time in Manitoba territory early in June when he will visit the trade in connection with the Hart-Parr line for which he is now a sub-distributor.

W. N. Robinson, manager of Robinson-Alamo Ltd., Winnipeg, reports a steadily improving demand for milking machine lines as farmers are realizing the economy of this labor-saver.

The Edmonton Iron Works, Edmonton, report that they have had a very good demand this spring for their line of Van Slyke breaking plows. This

plow is proving very popular in both stump and root breaking and prairie work.

R. T. Hodgkins, vice-pres. and general sales manager of the Cleveland Tractor Co., Cleveland, O., advises us that the company have experienced so good a demand for the Model F Cletrac tractor that even with an increased production schedule they are behind on orders.

Dave E. Darrah sales promotion manager of the Hart-Parr Company, Charles City, Iowa, reports that business is increasing rapidly and that their production is growing daily. The company look forward to a steady conservative business this summer and fall.

D. Drehmer, vice-president and general manager of the Winnipeg branch of the John Deere Plow Co., Ltd., reports a good demand for potato machinery this season. He recently returned from a visit to the head office of the company in the United States.

J. H. Silversides, manager of the Winnipeg branch of the De Laval Company Ltd. reports a live interest in dairy equipment and silos this season. He believes that conditions have had the effect of stimulating farmers as regards diversified and dairy farming, which should react to the benefit of dealers throughout the West.

L. J. Williams, formerly manager of the General Ordance Co., Cedar Rapids, Iowa, makers of the G-O tractor, visited Winnipeg recently. Mr. Williams who is well known to the West Canadian trade, is now resident in Calgary. He is looking for a distributor in Manitoba for the above named tractor.

A fire swept the town of Arborg on May 22nd, practically wiping out the business section. In the conflagration the following merchants suffered loss: R. J. Wood, implement dealer, loss \$3,500, part insured; L. Gudmundson, harness maker, loss \$300; Arborg Farmers Co-operative Store, implements and general merchandise, loss \$17,000, with \$14,000 insurance.

The Breen Motor Co., Winnipeg, have purchased property on Main St. South, which has a frontage of 100 feet. The price paid is understood to be in the neighborhood of \$100,000. On this property the Breen Motor Co. will construct a four-story modern building to be devoted entirely to the various automobile and accessory lines which they handle.

P. J. Grout, manager of the Twin City Separator Co., Winnipeg recently returned from a business visit to the headquarters of his company at Minneapolis. Mr. Grout reports a good demand for their new line of coaster wagons.

H. F. Anderson, manager of the Anderson-Roe Co., Winnipeg, covered a wide area in Manitoba territory the latter part of May renewing acquaintances with the dealers.

H. M. Baker, manager at Edmonton for the Massey-Harris Co. reports that his company now have agencies that extend into the remote north-west. The demand for machinery from the new territory has been excellent this spring, and advance orders for harvesting machinery are better than last year. Mr. Baker states that the improved rail facilities in the Dunvegan and Waterhole districts will do much to improve these fine grain growing areas.

We regret to report the death by accident of Willard M. Anderson, of Anderson & Card, implement dealers at Assiniboia, Sask. Mr. Anderson died in hospital at Moose Jaw from injuries received when his car crashed into a pillar in the C. P. R. subway. L. Mead, owner of the Royal George Hotel, Moose Jaw, was in the car with him but was unhurt. Mr. Mead must bear a charmed life. Last fall, while in a car driven by Pete Arnott, late manager for the Advance-Rumely Co. at Regina, an accident took place in which Mr. Arnott was killed, while Mr. Mead escaped without a scratch.

PUMPS

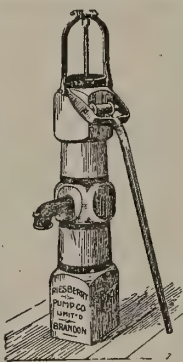
AND

Clothes Reels

Made in the best equipped factory in Canada.

We make and handle pumps for all kinds of work.

We also install hydro-pneumatic Farm Water systems.



SUCCESSORS TO

The Riesberry Pump Co.

(Established 1882)

WRITE FOR DEALERS' PRICES

North-West Pump Co.

T. N. WILLIAMSON W. J. MERRELL

Phone 607

19-6th Street Brandon, Man.

Silent ALAMO

Electric Light and Power Plants

Unequalled for home, farm, store, hall or school use. Dealers who sell the Silent Alamo are assured the trade in their territory.

YOUR TERRITORY MAY BE OPEN. WRITE US AT ONCE

Ample capacity for any farm, also power to operate the cream separator, washer, water system, or any small power machinery. No vibration. A complete, compact unit on solid base. Motor automatically controlled; throttle-governed engine. Get details.

EMPIRE MILKING MACHINES
Get the agency for this famous Milker. It has Pulsator with four-year guarantee.

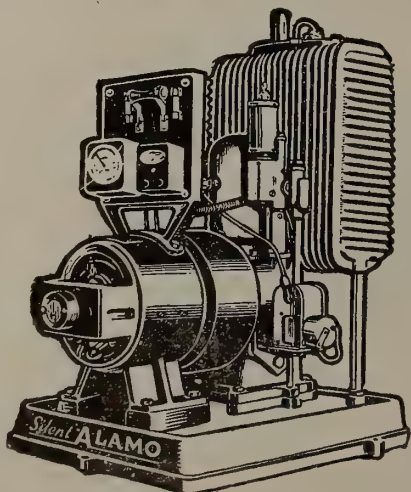
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Agency Particulars and Prices upon Request

ROBINSON-ALAMO, LIMITED

140 Princess Street

Winnipeg, Man.



Licensed Factory
and Repair Station

PROMPT SERVICE on MAGNETO REPAIRS is PROFITABLE

Send us Your Magneto Repair Work and Replacement Orders. We carry all the Best Makes of Magnetos for Car, Tractor and Engine Ignition; also all Repair Parts for same. Satisfaction guaranteed.

Prompt delivery assured. Our Reasonable Charges will interest you.

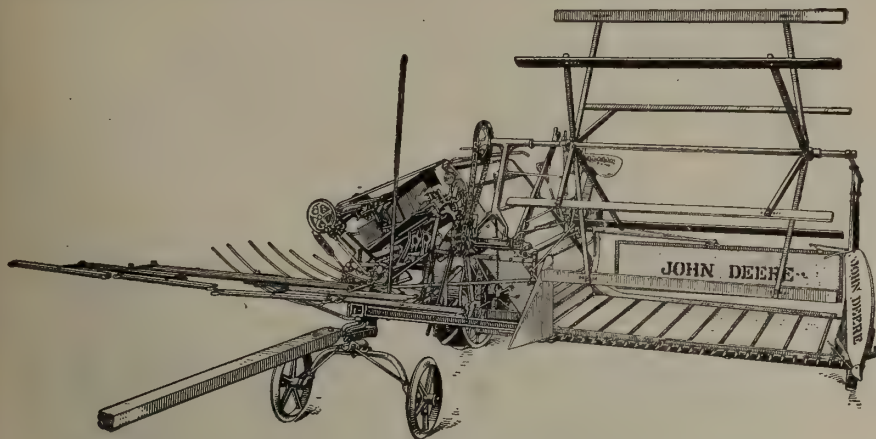
Write for our catalog and dealers' terms.

Acme Magneto & Electrical Co., Ltd.
Winnipeg and Regina

LET JOHN DEERE

HELP YOU TO BIG HARVESTING BUSINESS

John Deere ^{LIGHT DRAFT} Grain Binder Fresh Laurels FOR Waterloo Boy



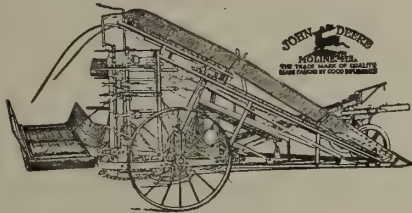
Built for the hardest work that can be crammed into the longest life. The smoothest working Binder on the Grain Fields today because every detail has been carefully provided for that will guarantee a continuity of first class service.

Platform exceptionally strong. Binder Deck of unusual capacity to safeguard against choking when harvesting heavy grain. All vital points of the very best material and nothing can surpass the workmanship put into this binder.

Get complete information of the "John Deere" at once—furnished in six, seven and eight foot sizes.

JOHN DEERE CORN BINDER

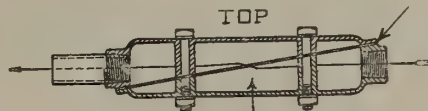
is quite indispensable to every corn grower. One man with this machine can cut and bind six to seven acres of corn a day. Of great strength, it is one of the greatest of time and labor savers, and structurally it is the most complete mechanical success operating in North America today.



DON'T DELAY IN SECURING ALL THERE IS TO KNOW OF JOHN DEERE HARVESTING MACHINERY.

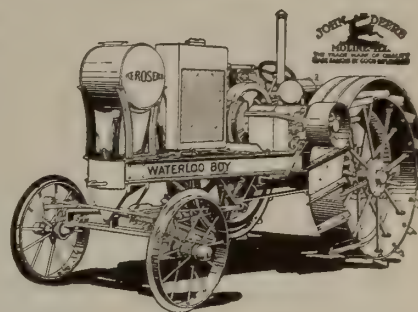
While the list of satisfied and delighted people who have been handling the "Waterloo Boy" kerosene tractor lengthens with every mail, it has recently added to its numerous outstanding features a water-strainer which with a wonderful cleaning compound effectually prevents clogging of Radiator—the cause of over-heated engines.

Top arrow points to fine mesh brass screen extending from top of strainer at one end to bottom at other end, excluding all

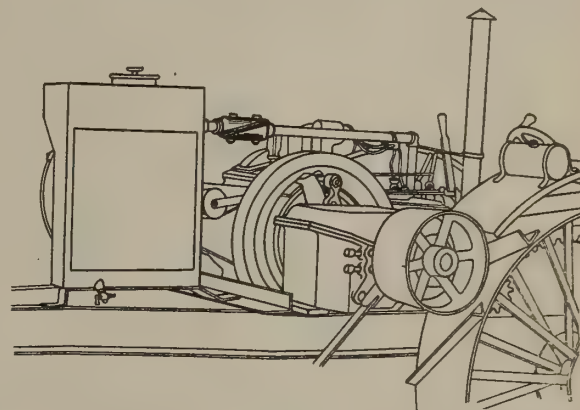


Skeleton drawing of engine shows how strainer should be installed in pipe line. The Radiator is one of the most vital units of the tractor and only if it is kept cool and clean can uniform service and really successful operation be expected.

Get our special literature on this matter—it is of the first importance—Also of the Waterloo Boy Radiator Compound, which dissolves in the water of the entire cooling system and acts at once on all rust or scale formations and all foreign matter.



sediment from radiator. Second arrow indicates travel of water from engine through strainer into radiator. Bottom arrow shows where sediment collects in lower compartment. It can be cleaned out by taking out two bolts and separating strainer at joints.

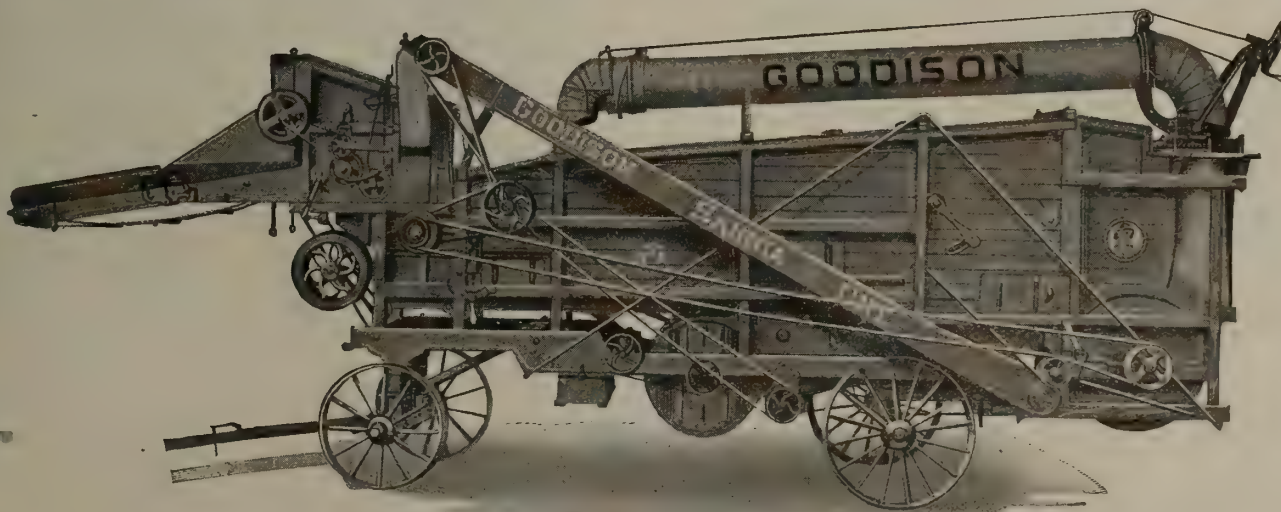


GOODISON GRAIN-SAVING THRESHER

WITH GEARLESS STACKER and HEINEKE SELF-FEEDER

A CANADIAN
MADE
THRESHER
CONTAINING
EVERY GOOD
FEATURE
NEEDED FOR
GOOD
THRESHING

AN ABSOLUTE
GRAIN
—SAVER



BALANCED
CYLINDER

ALL PULLEYS
AND STRAW
DECKS
BALANCED.

IN FACT
A PERFECTLY
BALANCED
THRESHER
IN SMALL
OR LARGE
MACHINES

A Canadian made Thresher, containing every good feature needed for good threshing—an absolute grain saver. Balanced Cylinder, all pulleys and straw-decks balanced; in fact a perfectly balanced thresher, whether in small or large machines.

Best materials obtainable, skilled workmanship and honest service are all built into and sold with every GOODISON thresher. The Goodison

tooth gets all the grain without cracking. Large concave and grate surface guarantees maximum separation.

It is really worth your while to get to know the structural details of the "Goodison" before you handle another outfit. Its Drum Cylinder—concaves and grates—straw and grain decks—cleaning shoe, etc., are scarcely equalled, certainly unsurpassed in any Thresher made today.

JOHN DEERE PLOW COMPANY LTD.

Winnipeg

Regina

Saskatoon

Calgary

Edmonton

Lethbridge

Case Announce New 2-3 Plow Tractor

The J. I. Case Threshing Machine Co., Racine, Wis., announce a new size kerosene tractor to be known as the Case 12-20. This latest addition to the Case line of tractors is built along similar design to the other sizes.

The idea that prompted the Case people to produce this new tractor, was to have a tractor of practically a 2-plow size, yet one that would pull 3 plows under ordinary conditions. In this manner the efficiency of this small tractor is much increased, as it stated that it will do 50% more work than the average 2-plow tractor.

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. Ltd.
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

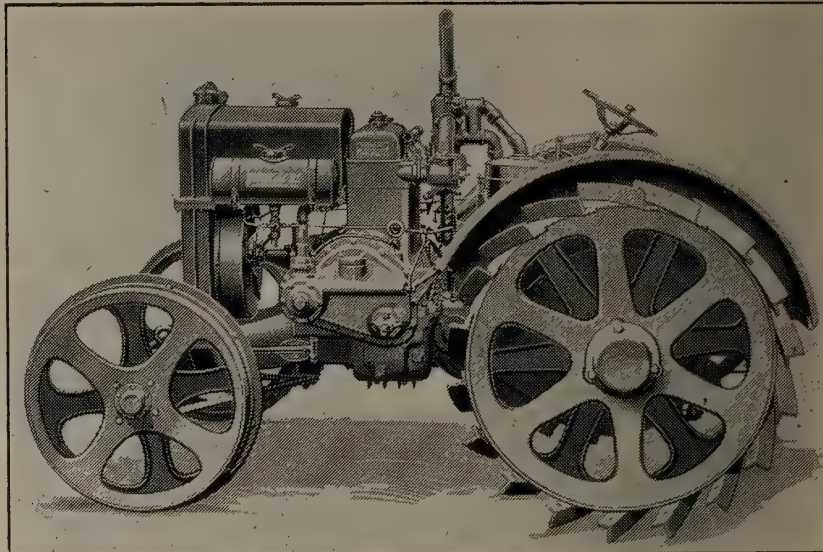
The Case 12-20 is recommended to handle a 22x36 thresher with all attachments, in ordinary threshing. It will operate a 12 or 14-inch silo filler, elevating to the average silo. In plowing it will handle three 14 inch plows under average conditions, plowing 7 inches deep. In heavier work, such as breaking, two 14 inch plows are recommended. It pulls an 8 foot double disk in high gear in the average field, as well as a 12 foot grain drill and an equal width of harrow.

The manufacturers claim that it is a machine of 100% usefulness as an all around farm tractor, being equally as satisfactory on the belt as at the draw bar work. This tractor has a one-piece frame that holds all bearings, shafts and gears in alignment. The frame is rigid and all parts are so balanced that there is very little vibration. All working parts are enclosed in dust proof housings and operate in oil.

The engine in this new size tractor is of the vertical, four cylinder valve-in-head type. The cylinder bore is 4-1/8 inches and the stroke is 5 inches. At normal governed speed of 1050 R. P. M., a maximum brake power of 25 is attained. The cylinder head is removable for cleaning out carbon or grinding valves. The entire surface of each combustion chamber is machined smooth.

The valves are all contained in the head which can be removed and taken to a bench where the valves can be ground most conveniently. The valves are operated by drop forged steel rocker arms with bearing surfaces hardened and ground to resist wear. The entire valve mechanism is enclosed in a dust-

power is lost by transmitting through gears. The extension shaft is mounted in bearings on both sides of the pulley, which will carry a very heavy drive belt strain. The 14 1/4 x 6 3/8 inch pulley is located on the same side of the tractor as the

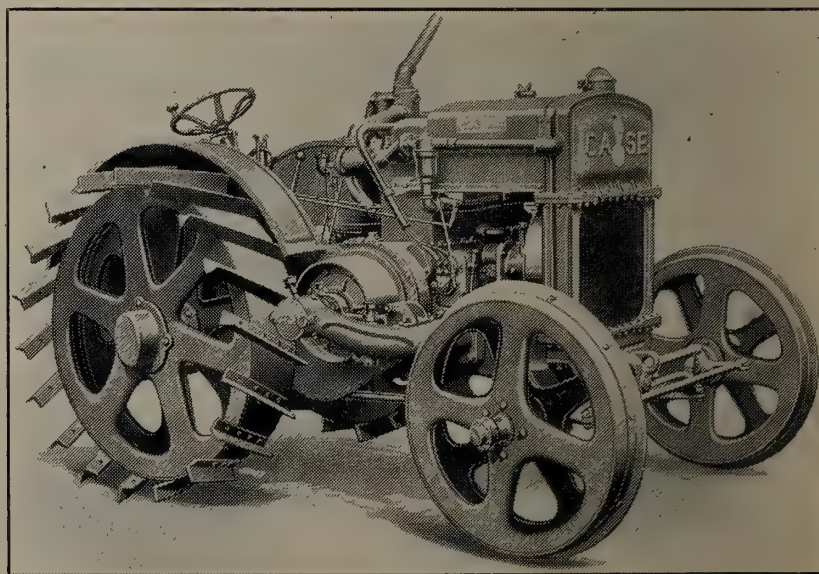


Left Hand View of the Case 12-20 Tractor

proof steel cover and all parts lubricated by oil spray from the crankcase. Renewable cylinder barrels are an important feature of this engine. In case of excessive wear or damage due to the lack of oil or water, it is no longer necessary to make an

steering gear so that it is in plain view of operator when lining up to a belt driven machine.

A pulley brake is provided which acts on the face of the belt pulley. It can be used to stop belt driven machinery quickly, or, when the gears are



Right Hand View of the Case 12-20 Tractor

expensive replacement of an entire cylinder block. With this construction the damaged barrel can be replaced in the field with very little expense.

A further advantage gained by the use of renewable cylinder barrels is accessibility for cleaning the water jackets. The whole interior of the water jacket is exposed when the barrels are removed.

The belt pulley is mounted directly on an extension of the engine crankshaft so that no

in mesh, as a road brake for the tractor. This brake is operated by the same lever that operates the clutch.

On this new tractor the Case Company has adopted a new style of wheel construction, that is, the open disk wheel which is of great strength and rigidity without excessive weight. Spokes and felloes are formed from a single steel plate, with a flange at the edge to which the tires are riveted.



Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.
BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

COOK'S "Fitall" Binder Hitches

TRADE MARK

Proper Design, Dependable Performance

The success of tractor harvesting depends chiefly upon the use of the proper hitch.

The "FITALL" hitches conform to every requirement of tractor and binder combination. No turn too short. Cuts the corners clean "FITALL" No. 1 for 1st binder. "FITALL" No. 2 (Trailer) for 2nd binder. "FITALL JUNIOR" for one binder only.

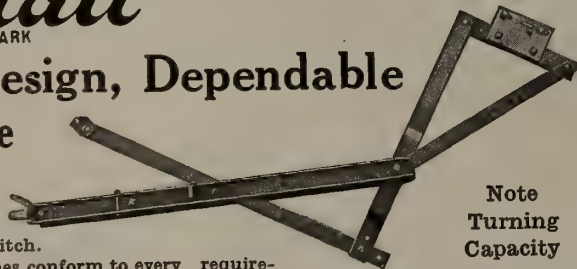
Made entirely of steel. No wood, no castings.

Distributors and dealers wanted.

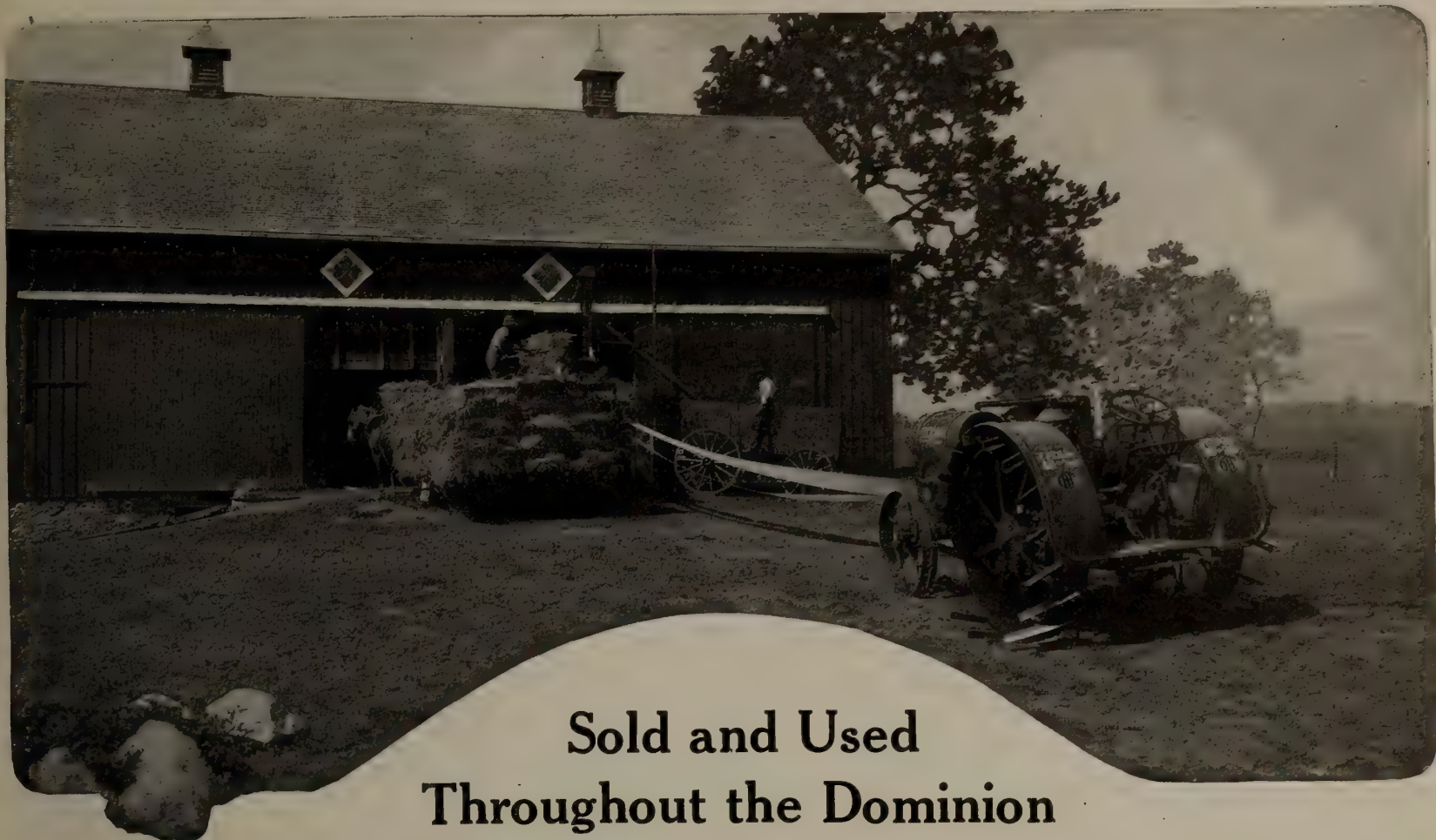
W. E. COOK & COMPANY

LA SALLE AVE.,

MINNEAPOLIS, MINN.



Note
Turning
Capacity



Sold and Used Throughout the Dominion

No farmer would willingly lessen the profits of his whole year's work by threshing with a worn-out, inefficient rig. Yet he often does it unintentionally. Here is the chance for the McCormick-Deering Dealer to make a life-long friend of the farmer by selling him one of the popular, grain-saving McCormick-Deering (International) Threshers.

Farmers like the McCormick-Deering because, first of all, it gets all the grain there is. It is quickly adjustable to light or heavy straw and

will take any kind of grain equally well. The separating device is the result of long experience and turns out clean grain without waste. The highest grade of material, expertly assembled with accurately fitted self-aligning bearings, assures long life and low repair expense.

The Titan 10-20 Tractor is equally well-known among farmers, and is a very satisfactory unit to sell with the McCormick-Deering Thresher. In this outfit you have a complete rig that can't be beat. Why not go out and tell the farmers about it?

MADE IN CANADA

INTERNATIONAL HARVESTER COMPANY
OF CANADA LTD.
HAMILTON CANADA

WESTERN BRANCHES — BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA.,
ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.
EASTERN BRANCHES — HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST. JOHN, N. B.





TRAILERS

We Make a Trailer to Meet Every
HAULING PROBLEM.

Pleasure Car Size $\frac{1}{2}$ to 1-Ton Capacities
Truck Sizes 1 to 10-Ton Capacities

DUMP BODIES and HOISTS

Automatic and Hoist Operated Dump Bodies
1 to 10 Cubic Yards.

Hand Hoists 1 to 4 Tons

TRUCK UNITS

DOMINION TRUCK UNITS Convert all Reliable Makes
of Pleasure Cars into Dependable Trucks.

Write for Literature and Prices

Dominion Truck Equipment Co., Ltd.

Established 1914

Kitchener, Ontario.

TENDERS

Sealed tenders, addressed to the undersigned, will be received up to 12 o'clock at noon on Thursday, June 15th next—for the sale en bloc or in parcels of the entire holdings of Real Estate, Buildings, Fixtures, and Stocks of the Grenfell Milling & Elevator Company of Grenfell, Sask., at Grenfell—Mill-Elevator-Electric Plant and Coal Sheds situated on C. P. R. right of way.

Implement Warehouse Bldg. and Stock Stable and
Real Estate

Lumber Warehouse " " " " "

Garage " " " " "

Store and Office Building and Real Estate

Hardware Stock and Fixtures and Lease of building and the Real Estate, Buildings, Fixtures and Stocks of Hardware, Implements, Automobiles, Delco Plants, Lumber etc. at the following points:

Broadview, Glenavon, Grayson, Kipling, Neudorf, Oakshela, Summerberry and Windthorst.

Complete Town Lighting Plant at Summerberry.

Real Estate and Buildings at Percival.

For information and details apply to the undersigned.

The highest or any tender not necessarily accepted.

Grenfell Milling & Elevator Co.,
Grenfell, - - - Sask.

The steel tire used on drive wheels is 5/16 of an inch thick and that on the front wheels 3/16 inch. The drive wheels are 42 inches in diameter with a 12 inch face. The use of wide wheels avoids any tendency to pack the ground. The new tractors have been put through the most severe experimental trials extending over a period of two years, the company report.

Barney Baker Jobbing Hart-Parr Tractors

The Hart-Parr Company, Charles City, announce that Barney Baker one of the best known tractor men in Western Canada has taken the contract for jobbing Hart-Parr tractors in Manitoba and Saskatchewan. Mr. Baker is known to implement dealers all over Canada and the U. S. as he has been prominently connected with several of the leading companies, latterly with the sale of the Tillsoil tractor.

Barney has organized a distributing company known as the Barney Baker Co., Ltd., with head office in Hart-Parr building at Regina. The business for Manitoba will be handled by F. N. McDonald Company, 156 Princess Street, Winnipeg, as sub-distributor.

In a recent interview Mr. Baker was very enthusiastic over tractor prospects in the future. He is convinced that the business is on the upward swing to big sales, and that within five years every farm worth while in Canada will be motorized. Backing his judgment which is valuable as one who pioneered in the tractor industry, Mr. Baker has taken on distributing contracts for a complete line of power farming implements and belt power machinery as well as Hart-Parr tractors.

Hart-Parr Reduce Prices

On June 1st the Hart-Parr Company lowered the price of the Hart-Parr "30" to \$1250 f. o. b. Winnipeg, and the price of the Hart-Parr "20" to \$1070 f. o. b. Winnipeg. The company have come through the dull time in the trade in excellent shape, and were not caught with excessive inventories. They are increasing their production.

The new price of the Hart-Parr "30" is \$600 below the peak price of 1921, and that of the "20" \$400 below the peak price last year. The company announces that the new prices are absolutely rock-bottom, and with conditions in the labor and material markets, no guarantee is given by the company as to the length of time the new prices will continue.

U. S. Implement Production In 1920

A recent report issued by the U. S. Department of Agriculture shows that farm machinery to the value of \$536,945,000 was manufactured in the United States during 1920. All but \$66,626,000 worth of this production was sold at home. The data for this report was collected from 583 manufacturers.

Plows and listers were manufactured in the largest numbers, the total for the year being 1,361,578. More than 580,000 cultivating machines were made, 472,000 planting machines, 411,000 haying machines, and more than 200,000 gas tractors. Fewer than 30,000 gas tractors, according to Department figures, were made in 1916; and estimates from other sources show that in 1910, just a decade before this investigation was made, only 4,000 were manufactured.

The Tractor Industry

The growth of the tractor industry in the United States is clearly shown by the figures given. The production of tractors from 1910 to 1915 is estimated as follows: 1909, 2,000; 1910, 4,000; 1911, 7,000; 1912, 11,000; 1913, 7,000; 1914, 10,000; 1915, 21,000.

The production from 1916 to 1920 is recorded from figures given by the manufacturers, being:

1916, 29,670; 1917, 62,742; 1918, 132,697; 1919, 164,590 and in 1920 203,207. The heaviest exporting of tractors was in 1918, when 36,351 were sold abroad (including Canada), and in 1920 29,143 were exported.

In 1920 the total value of the 203,207 tractors produced was \$193,563,000, the largest number of a given rating being those machines developing 16 to 18 belt horsepower, of which 107,782 were manufactured. In 1920 143,542 tractor plows were manufactured, 87,059 being 2-bottom types. Some of the other leading lines manufactured were: Harrow sections, spike tooth pattern, 169,529; 164,586 horse discs; 67,095 tractor discs; 6,962 weeders and 31,085 pulverizers. A total of 580,179 cultivators were made, 239,165 mowers and 84,495 sulky rakes.

Grain binders totalled 139,372, valued at \$24,593,000, of these 25,122 were exported.

Thresher Production

Wood threshers are listed in wood and steel types. Of the wood makes, 9,639 were 46 inch and under and 3,948 47 inch and over. Their value was \$12,801,000, of these 1,022 were export-

ed. Steel threshers, 46 inch and under, totalled 7,260, and 47 inch and over, 1,312. The value was \$6,258,000. Of this type 939 machines were exported.

Over 49,000 two-horse wagons, and 47,238 wood wheel trucks were manufactured. The total number of trucks, wagons and buggies exported was 3,810. A total of 132,246 buggies were turned out in the year 1920, and none are reported as sold for export.

268,287 stationary and portable engines were made, 22,059 being sold for export. Over 222,000 cream separators are the figures given for this class of machine.

Eastern Dealers in U. S. Form Federation

At a recent meeting in New York, the Eastern Federation of Farm Machinery Dealers was reorganized and hereafter will be known as the Eastern Federation of Implement Dealers' Association. This federation embraces the New England, New York Eastern, Virginia and North Carolina associations.

If It Be Glory

We note in the recent number of the new publication issued by the United Farmers of Alberta a full page advertisement of the United Grain Growers with the arresting heading: "Still the Main Factor in Lowering Prices."

Below are quoted some of the prices, which are assuredly low—if not too low to be sensible. We wonder, however, just how big a factor the U. G. G. has been in lowering prices, or if they are this factor, has the glory been a profitable one. As a matter of fact, one of the leading full line implement houses lowered its prices about three months before the avalanche in price which was instituted so as to give the U. G. G. its place in the sun in the farm equipment field.

Ford Tractors Giving Satisfaction

In our May issue appeared a paragraph which implied that the Fordson tractor was sold on a price basis only, and lacked quality and endurance in service. We regret the publication of this paragraph, inasmuch as the Ford Motor Co., Winnipeg, advise us that their tractors, of which several hundred have been sold this season, wherever used, are giving very satisfactory service to their owners.

THE 1922 EXHIBITIONS

In addition to the scores of small fairs in the towns throughout the Canadian West, there are five principal exhibitions this season, at all of which it is expected large machine and implement displays will be made. The dates for the leading fairs which follow, show that each exhibition lasts a week, there being no overlapping.

In the prairie provinces the first exhibit opens in Calgary on June 30th, and the last closes at Regina on August 5th. This enables exhibitors to swing right around a big circle. Dates for this year's exhibitions are as follows:—

Calgary, June 30th to July 7th.
Edmonton, July 8th to 15th.
Saskatoon, July 17th to 22nd.
Brandon, July 24th to 29th.
Regina, July 31st to August 5th.

British Columbia

The principal exhibitions held in British Columbia are those in Vancouver, Victoria and New Westminster. There are in addition quite a number of fall fairs held in centres like Chilliwack, Kamloops, Kelowna, Vernon, etc. Dates for the former are:—

Vancouver, August 19th to 26th.
New Westminster, September 11th to 16th.

Victoria, September 18th to 23rd.

Ontario and Quebec

The Canadian National Exhibition is, of course, the largest exhibition in the East but there are also important fairs held at London, Ottawa, Sherbrooke and Quebec. Dates for the larger fixtures are as follows:—

Toronto, August 26th to Sept. 9th.

London, Sept. 9th to 16th.

Kingston, Sept. 19th to 23rd.

Quebec, Sept. 2nd to 9th.

Sherbrooke, August 26th to Sept. 2nd.

FOR YOUR CUSTOMERS' HOME SUPPLY—

Implement dealers find the 15-gallon Imperial Polarine Steel Drum an ideal package which multiplies the amount of their oil sales to every customer.

Think of the time, effort and expense you can save yourself by selling your trade a *season's* supply of the right grade of Imperial Polarine Motor Oils in this clean, neat, leak-proof package.

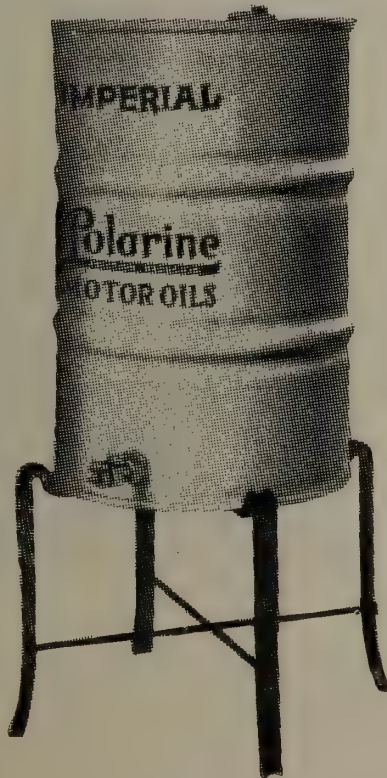
Think, too, of the convenience and saving which you can offer your customers as an inducement to buy.

Practically every automobile, truck and tractor owner in your territory is a prospect for one or more of these drums in the course of a year. It's to your profit and theirs to educate them to buy for their requirements *by the season*.

A suggestion you can turn into profit—sell a 15-gallon steel drum, filled with the right grade of Imperial Polarine Oil as recommended on our Chart, with every truck, tractor or automobile you sell. This means not only an extra profit for you but also the complete satisfaction of your customer with the unit.

It will pay you well to investigate the profitable possibilities of the new 15-gallon Imperial Polarine Steel Drum. Ask our salesman for the details or write to 56 Church Street, Toronto.

15-GALLON IMPERIAL POLARINE STEEL DRUM



IMPERIAL OIL LIMITED

Manufacturers and Marketers of Imperial

Polarine Motor Oils and Marketers in

Canada of Gargoyle Mobiloil

The new 15-gallon Imperial Polarine Steel Drum shown above is sold with or without the rack. It stands on end and occupies a minimum of floor space. Drum and stand are well made and nicely painted and will last for years. Can be furnished with a special, leak-proof, automatic faucet if desired. Complete unit supplied to dealers at less than factory cost.

PROPOSED TARIFF CHANGES ON FARM EQUIPMENT

In his Budget brought forward on May 23rd, the Minister of Finance, Mr. Fielding, said that it was not proposed to reduce the tariff on American goods with the exception of one or two items, among which are agricultural implements coming in from the United States. The reductions which were proposed had been made generally under the British preference provisions, and not in that section of the tariff applying to the United States.

He reported that the Government had decided to repeal the act which required

that goods imported by Canada must be marked with the country of origin.

In the farm industry business Mr. Fielding announced reductions of customs duties as follows:

Mowing machines, harvesters, binders and reapers, reduced under the general tariff $2\frac{1}{2}$ per cent.

Cultivators, harrows, horse rakes, seed drills, manure spreaders and weeders reduced under the general tariff $2\frac{1}{2}$ per cent.

Plows and threshing machines, reduced under the general tariff $2\frac{1}{2}$ per cent.

Nearly all other agricultural implements are reduced under the general tariff, 5 per cent.

There is a corresponding reduction on these articles under British preferential tariff, but practically all are imported under the general tariff.

Tractors for farm purposes valued at \$1,400 or less and parts thereof, now free by order-in-council; it is proposed to make these articles free by act of parliament.

Tools are reduced 5 per cent. under the preferential tariff.

Harness is reduced $2\frac{1}{2}$ per cent. under the preferential tariff.

Farm wagons are reduced 5 per cent. under the preferential tariff and $2\frac{1}{2}$ per cent. under the general tariff.

Milking Machines are reduced $2\frac{1}{2}$ per cent. under the preferential tariff and 5 per cent. under the general tariff.

Fruit and Vegetable grading machines are reduced $2\frac{1}{2}$ per cent. under the preferential and 5 per cent. under the general tariff.

Dairy tin hollow-ware reduced $2\frac{1}{2}$ per cent. and 5 per cent.

Automobiles are now entitled to be entered as farmers effects by farmers only.

NEW TAXES

The sales tax is increased by 50 per cent., which will have a marked effect upon the price of the more expensive machines and implements.

The tax on imported passenger automobiles is 5 per cent. up to \$1,200 value, and 10 per cent. for cars over \$1,200 value.

The stamp tax on cheques will be 2 cents for every cheque up to \$50, and 2 cents additional for every additional \$50.

An insurance tax of 5 per cent. will be placed on premiums paid unlicensed companies. The tax on telegrams is increased from 1 cent to 5 cents.

Transfers of stock are increased from 2 cents to 5 cents per share.

The increase of the sales tax by 50 per cent will have a marked effect upon the cost of higher priced machines, such as tractors and threshers.

It may be noted that the budget proposals give a reduction of $2\frac{1}{2}$ per cent. on the implements that bulk largest in imports.

In the eleven month period of the last fiscal year, for which figures are available, it is shown that there were \$3,000,000 worth of the implements imported on which a $2\frac{1}{2}$ per cent. reduction is being given, which amounts to the trifling sum of \$99,000, while \$908,000 worth of implements on which the 5 per cent. reduction is being made, a saving of \$45,000 in duty would be effected on that basis. Altogether, on the basis of last year's imports, \$144,000 in revenue would be saved by these reductions.

AUTOMOBILES EFFECTED

The budget proposals will without doubt mean higher priced cars, when the duty and increased sales tax are considered. In fact the reductions made in the past year may be more than offset by the increase.

Canadian built cars selling for \$1,200 and less must now bear a combined sales and excise tax of $9\frac{1}{2}$ per cent. while imported cars of the same price will face a tax of 11 per cent., against the present sales tax of 3 and 4 per cent., respectively.

Goodison Threshers are Made in Three Sizes

In the John Deere Plow Company's advertisement, which appears on page 15 of this issue, the sizes of the Goodison Threshers, as supplied by the John Deere Plow Co., Ltd. are fully equipped in every respect, and in full sizes, with 22, 24 and 28 inch cylinders. Complete details regarding capacities, etc., can be had from any branch of the John Deere Plow Co., Ltd.

Reliable Improved



MAX

Portable Corrugated GRANARIES

Seventeen years satisfactory service in Western Canada to guarantee the value to your customers.

Prices reduced in keeping with current conditions.

Get your prospects lined up now and let them know you are ready to take care of their needs.

Write To-day

Western Steel Products Limited

WINNIPEG REGINA CALGARY EDMONTON



RETURN FROM **WINNIPEG**
TO
VANCOUVER - VICTORIA
SEATTLE - PORTLAND
AND OTHER

Corresponding
LOW FARES
from other points

PACIFIC COAST POINTS

On Sale Daily to September 30, '22. Final Return Limit October 31, 1922. Optional Routes.

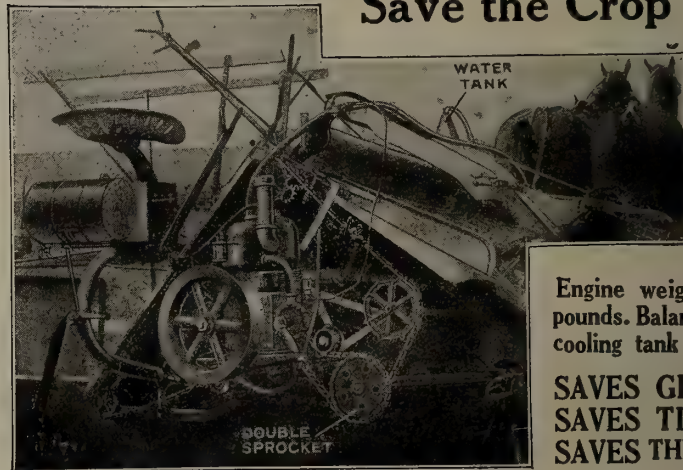
Stopovers Allowed. See the Canadian Pacific Rockies this Summer—stop off at Banff, Lake Louise, Glacier and other Mountain Resorts if you like.

Travel on Canada's Finest all Sleeping Car train "Trans-Canada Limited".

For particulars—call, write or telephone any Agent of the

CANADIAN PACIFIC RAILWAY

CUSHMAN BINDER ENGINES Save a Team on the Binder and Save the Crop



4 H. P.
The
Original
and
successful
Binder
Engine

Engine weighs only 190 pounds. Balanced by water cooling tank on front

**SAVES GRAIN
SAVES TIME
SAVES THE BINDER**

The 4 h.p. Cushman is also the best all-purpose farm engine you can sell. It has held the lead for 15 years as America's foremost farm power engine. Does all regular jobs, and may be attached to rear of binder, as shown, saving a team and saving the crop during a wet harvest. The farmer cuts a wet field without trouble. Positive action given on wet, sodden, levelled or tangled grain. In hot weather it lightens draft for the horses.

SPECIAL BINDER ATTACHMENT OFFER

For the next 30 days only we will furnish Binder Attachment FREE with introductory engine orders. Get our attractive sales terms on Cushman Engines.

LINCOLN 24x46-IN. SEPARATORS

We have a limited number of 24x46 Lincoln Separators at Special Prices, with usual Dealers Commissions. Get details. You can sell at our quotations.

GET A CUSHMAN ENGINE ON YOUR FLOOR

Cushman Motor Works of Canada, Limited
Builders of light weight, high grade Gasoline Engines for all Farm Power Work
DEPT. CF, WHITE AVE. AND VINE ST. WINNIPEG, MAN.

Tractor Sales in the Canadian West

In connection with the sale of farm machinery, the records of the leading jobbers in the Canadian West, as covering 1921, show that last year the average volume would only be about 33 to 40 per cent of the previous year. This percentage of drop in volume also held true in relation to tractor business, as is disclosed by a recent investigation made by the Nor'-West Farmer in regard to the number of tractors sold by dealers in Western Canada during 1921.

The figures show that in 1921 the total number of tractors sold in Manitoba, Saskatchewan and Alberta was 3,428 internal combustion tractors and 97 steam tractors, a total of 3,525 machines.

The total sales in Manitoba were 1,057 tractors; in Saskatchewan 1,655, and in Alberta 716 tractors. In Manitoba 30 steamers sold; in Saskatchewan 54, and in Alberta 13.

In contrast to this, the sales for the last five years are of interest. In 1917, 5,000 tractors were sold; in 1918, 7,500; in 1919, 9,000; in 1920, 10,279, and in 1921, 3,525.

Estimates of the number of tractors owned in the Canadian West vary. The above farm publication estimates that the total ownership is about 30,000. We believe that this is a very conservative figure, and granting a reasonable number discarded annually as worn-out, there should be from 35,000 to 38,000 tractors in use. It is to be regretted that the Bureau of Statistics at Ottawa does not record, from the census estimates if possible, the number of machines owned in the various provinces.

In Western Canada the average period of operation for tractors owned is 88 days in the year. This comprises an average of 37 days plowing, 19 days threshing, 22 days on other land work, and odd jobs estimated at 10 days in the year. It is also estimated that the number of threshing machines operated by steam engines is only 17 per cent. of the total.

Replies to a questionnaire recently circulated among tractor owners show a general feeling of satisfaction among farmers as regards dealer service, operation of machines and return on the investment. 70% of the owners reported that they used their tractors as much as ever in 1921. 85% reported that another tractor would be bought whenever

it was necessary. 60% use the tractor for both field and belt work, only 12% use it for field work only.

This report from tractor users seems to place doubt upon the recent publicity drive for horse use as shown in the advertising of the Canadian Dept. of Agriculture. In connection with the facts on the economy of horse use in this advertising, as opposed to the tractor, a correspondent sent us the following criticism:

This gentleman claims that the bulk of the advertising being issued is a rehash of a letter written by Wayne Dinsmore, secretary of the Horse Association of America, to C. S. Noble, of the Noble Foundation Farms in Alberta. It is also pointed out that in Canada the average cost of stubble plowing by average operators (not experts) is \$1.25 per acre. One farmer

who keeps records gives his cost per acre as 74 cents. Many owners give fuel and oil costs of only 55 cents per acre.

In the original letter from Mr. Noble, it is stated that "we have not yet been able to bring our horse power up to the point where the work can be done at the proper season." This statement does not appear in the advertising of the Live Stock Branch.

In concluding his letter this correspondent says:

"The fact that there is not an agricultural college in Canada or the United States which does not include in its curriculum a course in tractors, tractor machinery and power farming and that increasing time is being devoted to these subjects is abounding evidence that motorization is a vital factor in modern agriculture."

The Tractor and Implement Blue Book

We have just received from the publishers of "Farm Machinery—Farm Power," St. Louis, Mo., the 1922 issue of their "Tractor and Implement Blue Book". This handy pocket size dictionary is an excellent ready reference book for all interested in tractors and farm equipment.

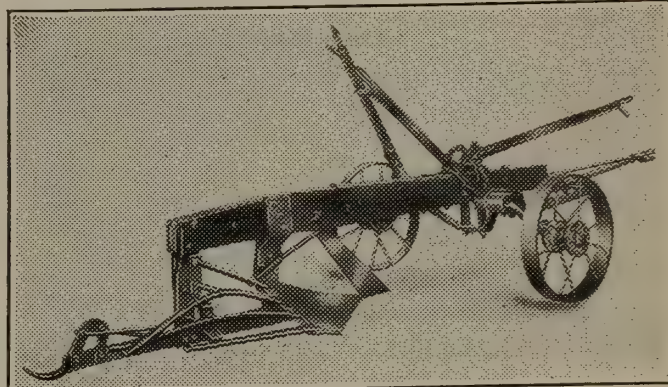
It lists all lines of farm machinery produced in the United States giving names of manufacturers and the trade name of the implement. The tractor section not only gives complete specifications of all tractors manufactured but also lists and specifications of tractor operated machinery, such as plows, threshers, silo fillers, etc. This useful book costs but \$1.00 and is well worth many times the price.

**Dealers: You Have No Competition
When You Show and Sell**

THE VAN SLYKE BREAKING PLOW

**20-Inch 1922 Model
For Horse or Tractor Haulage**

Don't waste time trying to sell a Breaking Plow that will not stand up to the work. Represent the VAN SLYKE. It handles work too heavy for any other kind of plow.



Made in the West for Western Farmers — a Proven Leader for over 10 Years

Built like a battleship. Has inbuilt strength that breaks the toughest virgin soil, though covered with stumps and brush. NOT a grubbing plow—it turns a flat, unbroken furrow, completely burying all trash. Though powerful it is light in draft. Does perfect work in either brush or prairie. Wide carriage assures even operation. Unequaled as

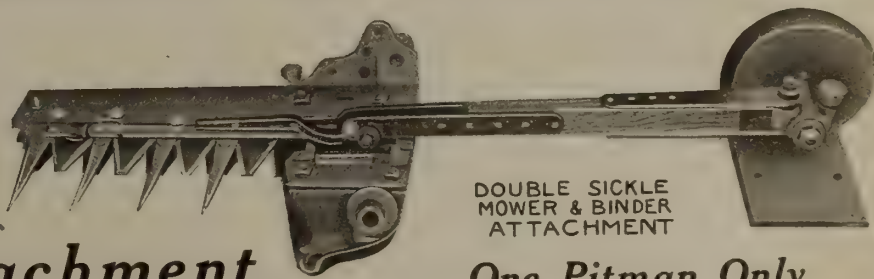
a side-hill plow. A 10 to 15 h.p. (on the drawbar) tractor handles it nicely. When arranged for horse haulage the farmer has a dual purpose plow. Greatly improved design over previous models—but selling at a much lower price. Get our attractive sales offer.

**A Money-Maker for Agents—Secure Particulars of the Low Priced 1922 Model
THE EDMONTON IRON WORKS, Ltd., EDMONTON, Alta.**

**Makes Any Mower or Binder Cut Better than
When New!**

**Get the Agency
for Our
Double**

Sickle Attachment



DOUBLE SICKLE
MOWER & BINDER
ATTACHMENT

One Pitman Only

The greatest improvement in mowers, reapers and binders since first guards and knives were used. Two knives operate with one Pitman and fulcrum. They move in OPPOSITE DIRECTIONS, clipping the heaviest crop with marvellous ease. Note design—only part of knife blades are shown. This double sickle will cut in crop where single knives cannot work—and it will not clog.

Reasonable Price - Quick Sales - Nice Net Profits

In practically every case it doubles the life of the Mower, and greatly lengthens the life of the Binder. Can be put on any standard make of machine. Takes less power to operate than ordinary sickle, and will cut eight times the acreage

without sharpening. Time-tested and proven. Absolutely guaranteed. A money-maker for the Dealer, and a real asset for the farmer. Don't delay.

Write at Once for Agency Contract and Particulars

**Improved Farm Machinery, Limited
416 Corydon Ave., Winnipeg, Man.**

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelop. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

J. P. R., Man.—Repairs for a "Kirstin" stump puller can be had from the manufacturers, the A. J. Kirstin Canadian Co., Soo Ste. Marie, Ont.

S. R., Sask.—The "Vermont" engine has never been sold in Western Canada. It is manufactured by the Vermont Farm Machine Co., at Bellows Falls, Vt.

N. R., Alta.—No repairs for "Iron Age" plows are carried in the Canadian West. For necessary parts, address the Bateman-Wilkinson Co. Toronto, Ont.

J. W. Co., Man.—The "Perrin" plow is obsolete. A few repair parts can still be obtained by writing to Tudhope-Anderson Company, Orillia, Ont.

C. P. Co., Man.—The "Appleton" grinder is made by the Appleton Mfg. Company, Batavia, Ill. Repairs are not carried in the Canadian West.

A. R. Co., Man.—Repairs for the "Superior" grain drill can be had from the Oliver Chilled Plow Company, at either Winnipeg or Regina.

J. A. McQ., Sask.—Repairs for the "Upsala" Swedish cream separator can be had by writing to the Anderson-Roe Company, Princess St., Winnipeg.

O. W., Sask.—Disc Harrow repair No. D57. This number belongs to a disc harrow manufactured by the Ohio Cultivator Company, but is now obsolete.

R. & N., Sask.—Your order for boxing No. 1401A is a part of the Aspinwall potato planter, and order has been turned over to Wm. Eddie, Winnipeg, who has shipped same.

W. R. T., Sask.—Regarding repair parts for a 2-cycle Marine engine. It will be necessary to give us more particulars, either the name on engine, or marks on same.

H. A. Co., Man.—"Davenport" oil engines are manufactured by the Davenport Mfg. Company, Davenport, Iowa. Parts are not carried in the West. Write them direct.

A. H., Sask.—Nos. D1043 and 1534 are parts of the Grand Detour Plow. You can obtain same by addressing the J. I. Case Threshing Machine Company, Winnipeg.

B. & C., Man.—Repair parts for the "Northwestern" gas engine can only be had from the manufacturers. Address the Northwestern Steel & Iron Works, Eau Claire, Wis.

O. H. B., Sask.—The "Pioneer" gas tractor is made by the Pioneer Tractor Mfg. Company, Winona, Minn. They have no Canadian distributor. Write them direct.

C. E. C., Sask.—In order to secure a dolly post for a "One-minute" washing machine, it will be advisable for you to write direct to the factory—the One Minute Manfg. Co., Newton, Iowa.

M. H., Sask.—So far as we know there are no repairs for the Rude wide-spread manure spreader being carried in Canada. You can obtain the necessary parts from Lindsay Bros., 400 North First St., Minneapolis, Minn.

C. D. G., Man.—The spring tooth cultivator with clip number C75 is, we believe, an old type made by the Emerson-Brantingham Implement Company, Rockford, Ill. Write the factory direct for part.

J. McR., Alta.—Bradley plows are no longer being handled in Canada. This line is now owned by Sears-Roebuck, Chicago a mail order house. You can obtain parts only from that concern.

W. J. K., Sask.—Part for plow HF464 is a hub box for a "Best Ever" gang plow made by the Moline plow Co. You can obtain this repair from the John Watson Manfg. Co., 311 Chambers St., Winnipeg.

C. G. Co., Alta.—Repairs for the Mandt wagon can be had from the John Watson Mfg. Co., Winnipeg who handle all Moline repairs. The land packer with the parts numbered PP is a type made by the Watson Co.

C. P. P. Co., Man.—Repairs for the Champion road graders are not handled in Western Canada. For parts write the Manufacturers, the Good Roads Machinery Co., Kennett Square, Pa.

G. M., Sask.—Your enquiry and order for repair D143 for a Fuller & Johnson plow, has been turned over to the T. Eaton Company, and is being shipped to you. They are the only concern carrying repairs for this plow.

J. A. McL., Sask.—Parts for a "Wolverine" windmill made by Marvin Smith, Chicago, Ill., have never been carried in Canada. The only place you can obtain same is by addressing the factory direct.

R. A. G., Sask.—Parts H348 and H349 belong to a disc harrow made by the Northern Rock Island Plow Company, Minneapolis, Minn. Repair parts are not carried in the West. Write them direct.

B. Bros. & Co., Sask.—Disc harrow repair Nos. H245 and H348 are parts of a disc harrow manufactured by the Northern Rock Island Plow Company, Minneapolis, Minn. Write them direct for repairs.

J. W. G., Sask.—The Paris Plow Company, of Paris, Ont., have been out of business for some years, and no repairs can be obtained for the plow other than shares. You can get duplicate shares by writing Wilkinson-Kompass Ltd., Winnipeg, Man.

J. A. McK., Sask.—Regarding your enquiry for a special valve to replace the original valve in the head equipment of Ford Cars. We are unable to locate definitely what you require, but have requested Canadian Fairbanks Morse Company to write you.

S. K., Sask.—Your enquiry as to the maker of a disc plow bearing Nos. D19, D22, D23, D121, etc. We believe this is a disc plow manufactured by the Hapgood Plow Company, Alton, Ill. Repairs are not carried in Canada. We have written them for confirmation.

B. Bros., Sask.—Repairs for the "Alpha" cream separator can be obtained by writing the De Laval Cream Separator Company, Winnipeg. Repairs for the "Premier" cream separator can be obtained by addressing the Cockshutt Plow Company, Winnipeg.

U. S. Implement Exports In March

The exports of March 1922, in the United States were 25 per cent. less than in the same month in 1921. The total value of implements sent out of the country was \$3,200,296. It is shown that 475 tractors were exported and 41 crawler or track-laying tractors.

During March the U. S. exported 4,471 passenger cars and 590 motor trucks.

Appointed Manager For Aultman-Taylor Machinery Co.

J. A. Christensen has been appointed manager of the Western Canadian head office of the Aultman-Taylor Machinery Co., which is located at Portage la Prairie. He succeeds Mr. Kane, resigned.

Mr. Christensen, who is well known to the trade in Manitoba and Saskatchewan, has been with the Aultman & Taylor organization for over twelve years. He first entered the tractor business with the Gas Tractor Company, at Minneapolis, which is his native city, and in 1910 he joined the Aultman and Taylor Co. and later, in 1912, was transferred to the Canadian organization. He was located in Saskatchewan territory, where for five years he took care of field work and also conducted schools of instruction carried on by his company.

In 1917 he was connected with the sales end of the business in Saskatchewan, and in 1920 he opened the company's branch as a sub-branch of the Portage head office in the West. In 1921 he was appointed assistant manager of the company at Portage la Prairie, and on May 1st, 1922, was promoted to the important position of branch manager.

With his wide experience in the tractor and thresher trade and thoroughly conversant with Western Canadian requirements and conditions, we believe that Mr. Christensen will be a distinct asset to his company in his new post. He is well known to the trade especially in Saskatchewan territory where he was located for over ten years. Mr. Christensen reports that the company control the West Canadian business from the Portage office, and have sub-branches at Regina and Calgary.

The Aultman-Taylor line of tractors and threshers comprises tractors in 15-30, 22-45 and 30-60 h.p.; and threshers in the following sizes: 23x36; 27x42; 32x50; 36x56 and 42x64. The company are now completing tests on a new type tractor which, it is stated, is a great success.

Recently J. B. Willis, vice-president and general sales manager of the company at Mansfield, Ohio, spent six weeks at the company's branch at Portage la Prairie. Mr. Willis reports a great improvement in tractor and thresher demand in the United States and believes that, granted a good crop, normal business will be done in Western Canada this Fall.

PERSONALLY CONDUCTED —TOUR TO THE— PACIFIC COAST —THROUGH— CANADIAN ROCKIES

Unusual opportunity for seeing Western Canada and the Pacific Coast under most favorable conditions and at minimum expense

SPECIAL TRAIN

LEAVES WINNIPEG JUNE
30th, 11.30 p. m.

This Train Connecting With
G. T. P. STEAMSHIP
FROM PRINCE RUPERT
JULY 6

Stops made at the following points of interest enroute

Watrous, Saskatoon, Wainwright, Edmonton, Jasper, Mt. Robson, Prince George, Kitwanga, Terrace, Prince Rupert, Vancouver, Victoria, Seattle.

CHOICE OF ROUTES RETURNING

For full particulars, apply any Agent
Canadian National Railways or write

W. J. QUINLAN, District Passenger Agent

WINNIPEG, MAN.

Canadian National Railways



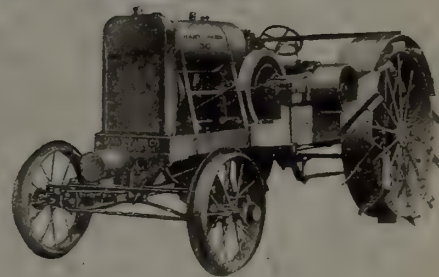
TRACTOR PRICES SMASHED! HART-PARR "30" Cut to \$1250

F.O.B. WINNIPEG

Hart-Parr Company has, for twenty-one years, led the world in tractor quality. This price cut is made on the same quality tractor, with many improvements, which in the last few years has spectacularly won the economy and power tests.

Just think of a \$600 cut on this tractor from the 1921 price. Only our exceptional financial condition and our ability to build the Hart-Parr "30" in sufficient quantities to meet the demand which the new price will create, permits us to make this reduction.

We are determined to maintain, not only our lead in the tractor business, but to price the Hart-Parr "30" so low that every farmer can own one. This new price gives the world the cheapest farm power known.



New Contract Best Ever Offered

It gives the dealer an exclusive territory, large or small, as desired. It is very liberal in discounts. It provides for extreme co-operation in sales, advertising and service.

This price reduction will be advertised in farm papers throughout Canada. We have no inventory on hand. The demand will tax the output of our large, modern factory to the limit. The Hart-Parr Contract is going to be a mighty profitable one. Someone in your vicinity is going to see the wonderful opportunity it offers. If you want it, act quick; write or wire now for territory reservation.



Many of the old Hart-Parrs that plowed the virgin prairies of the Northwest are still in use today. The great grand-daddy of all Tractors was old Hart Parr No. 1, built in 1901.

HART-PARR COMPANY

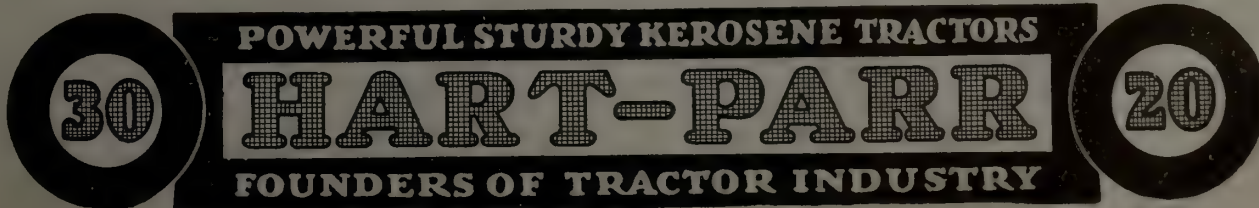
Founders of the Tractor Industry

493 Lawler Street

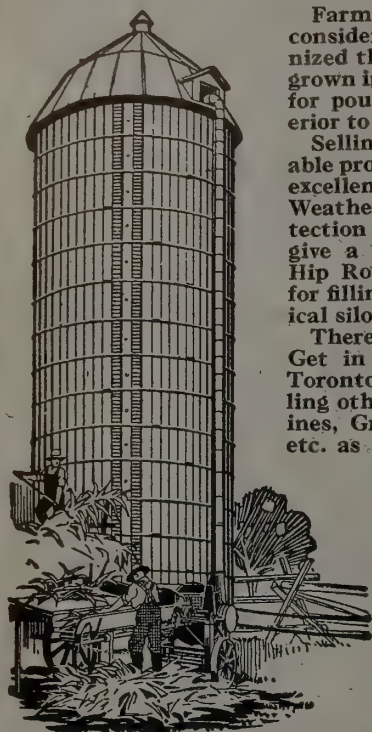
Charles City, Iowa

—Distributed in Canada by—

Hart-Parr Company, Branch, Regina, Sask.
John Goodison Thresher Co., Sarnia, Ont.
United Engines & Threshers, Calgary, Alta.
Barney Baker Company, Ltd., Regina, Sask.
Barney Baker Company, Ltd., Winnipeg, Man.
SUB-DISTRIBUTOR, SALES AND SERVICE
F. N. McDonald & Co., Ltd., 156 Princess St., Winnipeg, Manitoba.



Now is the time to sell TORONTO SILOS



Farmers and ranchers everywhere are considering building silos. It is now recognized that Sunflowers can be successfully grown in the West for ensilage. And pound for pound, Sunflower silage is proving superior to corn or peas and oats.

Selling Toronto Silos will prove a profitable proposition for you. Toronto Silos are excellent examples of Toronto quality. Weather-resisting—provide adequate protection against air and frost—designed to give a lifetime of service. Their special Hip Roof construction allows more space for filling—makes them the most economical silo for the money.

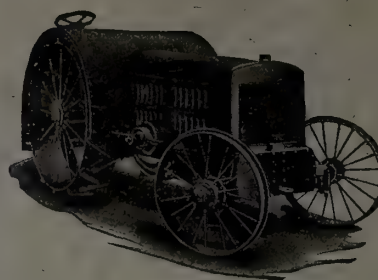
There is silo business in your district. Get in touch with us at once regarding Toronto Silos. Learn the advantage of selling other Toronto Farm Equipment—Engines, Grinders, Windmills, Fanning Mills, etc. as well. A postcard will bring a prompt reply.

Ontario Wind Engine & Pump Co. (Western Branch), Ltd.

Winnipeg Regina Calgary

Eastern Offices: Toronto and Montreal

ONTARIO WIND ENGINE & PUMP CO. LIMITED
TORONTO



LITTLE GIANT Tractors

Model "B," 16-22 H.P.
Model "A," 26-35 H.P.
1½, 3 and 6 miles per hr.

The Packard of the Tractor World. Will compare favorably in design, material and workmanship with the best automobile or motor truck made

SOME EXCLUSIVE MECHANICAL FEATURES

Three speeds forward which cut working time in half when load is light;

Spring mounted, front and rear, with three point suspension for rough work on uneven surfaces;

Enclosed spring draw bar, preventing damage by jerk in starting or while in motion;

Self-cleaning bull gear of ladder type;

Working parts hooded from weather and enclosed from dust and other damaging elements;

Uses kerosene perfectly, and better than most others do gasoline.

SOME EXCLUSIVE AGENCY FEATURES

Long term payments to good buyers, and cash commissions to dealers on receipt of buyer's settlement which we accept without recourse;

Bankers co-operate freely with our dealers, for buyers can get needed equipment on easy terms. No money is taken from their territory but cash brought in to extent of dealer's commission;

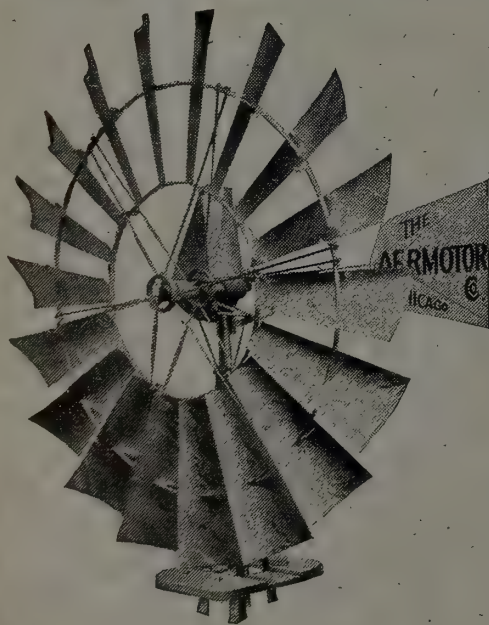
Sample machines furnished dealer without cash investment;

Good profit paid in spot cash;

Our DEALERS are SELLING TRACTORS when all others have laid down. State fully your territory in your letter.

LITTLE GIANT COMPANY

234 Rock Street, MANKATO, MINN., U. S. A.
ESTABLISHED 1876



PROFITS Every month of the year Selling the Auto-Oiled Aermotor

We believe that more real profit is made from the sale of Aermotors than any other line of farm equipment. The discount to the dealer is liberal and he doesn't have to spend all of his profit in running back to make the outfit satisfactory. The Auto-Oiled Aermotor, when once properly erected, requires no further attention from the dealer.

REMEMBER that the Auto-Oiled Aermotor is the genuine double-gear, self-oiling windmill, with gears inclosed and running in oil. Oil it once a year and it is always oiled. After 7 years of use in every part of the world, it has proven its ability to run 2 or 3 years, or even longer, with one oiling and without its ever being necessary for anyone to go on the tower.

The Aermotor gives more service, with less attention, than any other piece of machinery on the farm. The Aermotor is skilfully designed, well made, and backed by a company which has a reputation for doing things right.

If there isn't a live Aermotor dealer in your town, write us today

Aermotor Company,
2500 Roosevelt Road, Chicago, Ill., U.S.A.

CANADIAN FARM IMPLEMENTS

VOL. XVIII., No. 7

WINNIPEG, CANADA, JULY, 1922

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00 Per Copy, 10 Cents)

OPPORTUNITY



They offered him a partnership in the new business if he could invest a few thousand dollars. But he had never saved money and he lost his chance.

There are always opportunities for the man or woman who has a little money to back up ability. Be ready. Start saving each payday.

921

Copy of our booklet "One Dollar Weekly" sent on request.

UNION BANK OF CANADA

Head Office • WINNIPEG

Real Service—Safe Protection at Worth-While Saving

Fire Insurance is a duty—a business precaution—you owe to your store and home. At times like these it is more than ever essential. Can you afford to imperil your business future by taking a chance on partial or complete fire loss?

We give Hardware and Implement Dealers absolute protection at *one-half* the Board Companies rates. Our Hardware Companies have paid 50% dividend on their policies for over fourteen years. Send for information regarding our policies. You'll be under no obligation.

ASSETS OVER \$4,000,000.00.

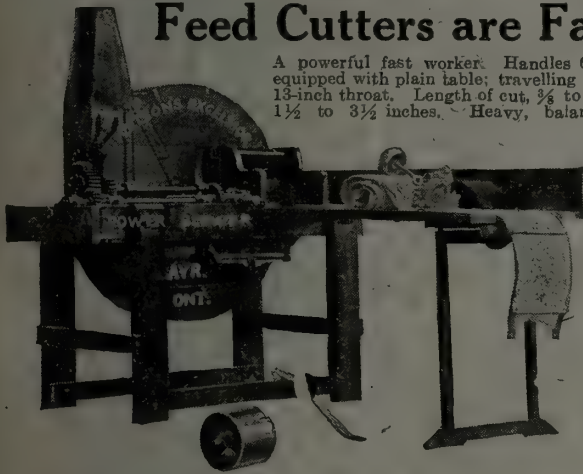
NET CASH SURPLUS OVER \$2,000,000.00.

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager.

802 Confederation Life Building, Winnipeg.

Watson's "Excelsior" Power Blower Feed Cutters are Fast Workers

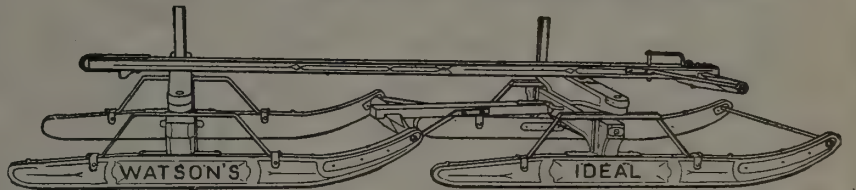


A powerful fast worker. Handles 6 tons per hour. Regularly equipped with plain table; travelling feed table, if desired. Has 13-inch throat. Length of cut, $\frac{3}{8}$ to 1 inch, or with extra gears, $1\frac{1}{2}$ to $3\frac{1}{2}$ inches. Heavy, balanced, knife wheel. Large feed box and well fitted feed rollers. One lever starts, stops and reverses. Knives and gearing fully enclosed. Special English steel knives. Get full particulars.

John Watson Mfg. Co.
LIMITED

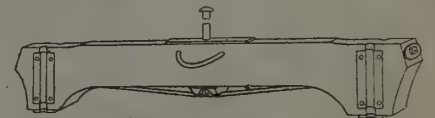
311 CHAMBERS ST., WINNIPEG, Man.

WATSON'S SLEIGHS



Ideal Sleighs are made in all sizes: Steel or Cast Shoes. Note our Patented Trussed Bench. Runners—White Oak. Benches—Grey, Elm or Oak. Poles and Reaches—Heavy White Oak. Heavy Steel Bracing throughout.

Special quality, seasoned, straight grained woods. Runners have point of contact directly below bench. Shoes, curved at rear, allow backing. Ride on top of road—No Skidding. Size for size, carry heavier loads than any other Sleigh made.



TRUSS ROD GIVES TRIPLE STRENGTH



A SALES PRODUCER OF OUTSTANDING "MERIT"

Breen Batteries sell themselves again and again to the users through the remarkable service they render.

The profit on every Breen Battery is worth while—write us about it.

BREEN MOTOR COMPANY, LIMITED
WINNIPEG MANITOBA

DELAYS

"Nothing lost by deferring" is the cry of the procrastinator who puts off Insurance for a more convenient season. Is there nothing lost? Premium rates increase with age and, *even if the insurance is still* obtainable at the date when it is convenient to proceed, it will be at a cost that more than offsets any seeming present advantage.

For the man who has no Insurance, the time to take out a policy is always NOW. Write for our general literature on insurance.

The GREAT-WEST LIFE ASSURANCE Co.

Dept. "P.16"

Head Office : : : WINNIPEG

FROST & WOOD BINDERS

Have those Advantages which
Experienced Farmers
Demand

There are certain advantages which experience has taught farmers to look for in the selection of a binder. The Frost & Wood Binder has them. Its record of success in handling Canadian harvests is a great help to the man who is selling them.



STRENGTH

The use of high carbon steel gives a construction which combines strength with light weight. A maximum day's work is the result.

LIGHT DRAFT

Light draft is assured by the use of carefully-fitted roller bearings in working parts. Easy to get at and readily oiled.

ELEVATION

The arrangement of canvasses and rollers takes the straw to the packers in the best possible shape for tying. All straw cut gets to the packers.

KNOTTER

The Frost & Wood Knotter ties securely. Simplicity of design insures continuous service with a minimum amount of attention.

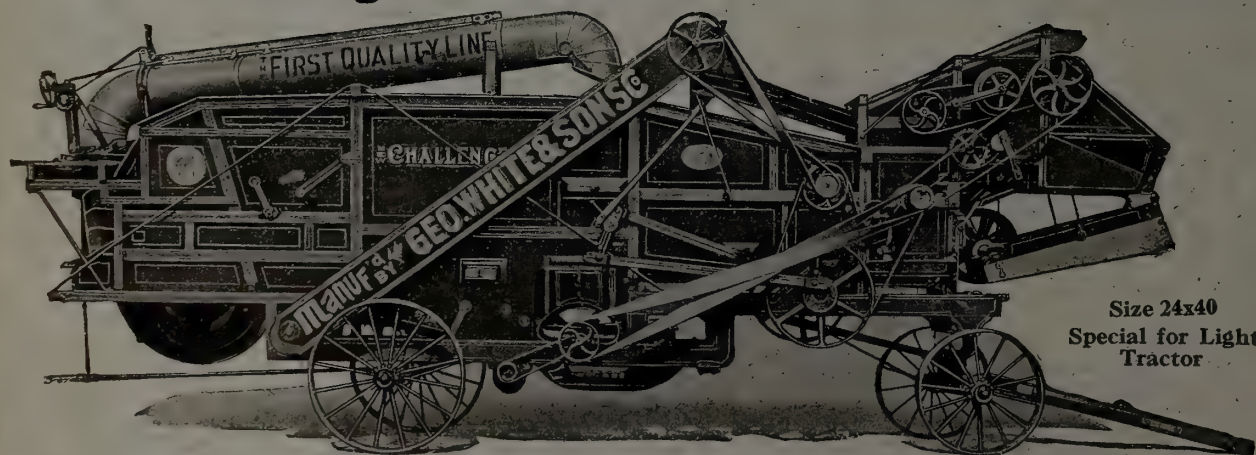
To be in a position to give satisfactory service to your customers, get your orders for repair parts in early

Cockshutt Plow Company, Limited
WINNIPEG REGINA SASKATOON CALGARY EDMONTON

The Sales Possibilities for the

WHITE FIRST QUALITY LINE

Challenge Threshers—Allwork Kerosene Tractors



Size 24x40
Special for Light
Tractor

Steam Engines,
Rebuilt and
Second Hand,
goods of all kinds
*are greater
than ever
this year*

Challenge Separators

are known everywhere for their superior design and construction. No separator on the market has given greater satisfaction than the Challenge. Built in all sizes 20x36; 24x40; 28x46; 32x54; 36x60; 40x66. Every machine is fully equipped and backed by the "White" guarantee for unfailing service.

Visit us at the Western Exhibitions

We shall be exhibiting at Brandon, Regina and Saskatoon Exhibitions and invite all dealers to visit us, and make our booth headquarters during fair days.

Because the farmer knows he must use efficiency methods for the reaping of his harvest, and everywhere the White First Quality line has won established reputation for dependable and economical operation.

Let us show you the favorable terms which provide the White dealer with an attractive profit. We back our dealers with the fullest co-operation.

Write us to-day for full particulars

The GEO. WHITE & SONS CO., LIMITED
BRANDON, MAN. MOOSE JAW, SASK. SASKATOON, SASK.



THE BEST THERE IS

"HERSCHEL"



MOWER and BINDER REPAIRS

Most Complete in Assortment. Best in Material and
Manufacture. Perfect in Fit

Backed by a Double Guarantee
HERSCHEL — ACKLAND

Ask For Price List No. 6—Just Issued



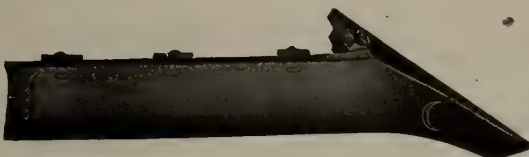
CRESCENT PLOW SHARES



A Profit-Making Line for the Implement Dealer

Over 1500 Patterns

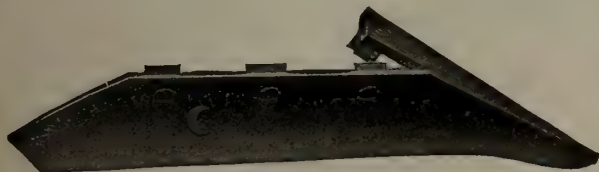
Perfect in accuracy, fit and finish. Produced by
specialists from finest grades of soft centre and
crucible steel. There's a Crescent Share to meet
every demand.



Regular Style. Bolted and Fitted Plow Share.
Perfect in Fit. Best in Quality.

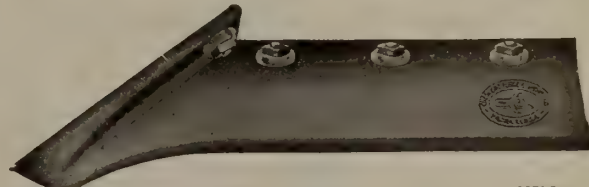
Over 1500 Patterns

Cash in on the heavy replacement demand this
season by carrying Crescent Shares. Size up the
needs of your district and order a supply. Every
share is fully guaranteed.



Crescent Engine Gang Shares. Fitted and Bolted.
Unequalled for Power Outfits.

Lay in a Stock. Latest
Lists and Prices sent on
Request. They assure
you a Steady Demand
and Profitable Business.



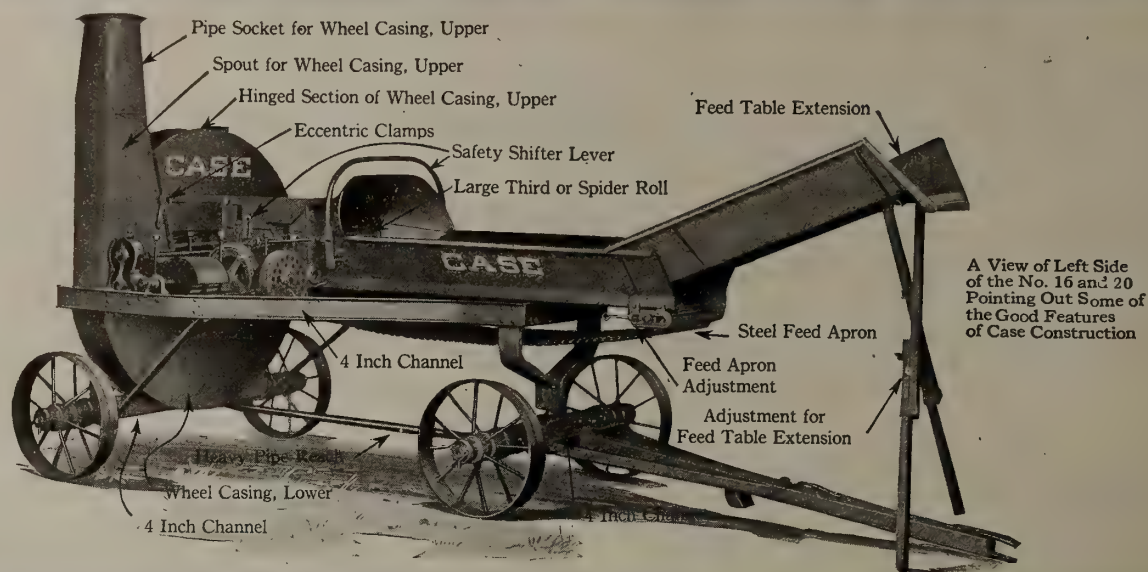
Reverse Side of Regular Style Share. Note the Wide
REINFORCED POINT and WELD.

Distributors to the Trade



D. ACKLAND & SON, LTD.
WINNIPEG — CALGARY





A View of Left Side of the No. 16 and 20 Pointing Out Some of the Good Features of Case Construction

New Business

WITH new silos going up in every direction, and less than half of the present silo owners filling their own silos, the market for Case silo fillers offers an unusual opportunity for dealers.

Farmers have not realized fully the advantage of being able to fill their silos at the right time, and to fill them completely. They are rapidly coming to understand and appreciate those advantages, and they are buying Case silo fillers because:

- There is a size to meet every requirement.
- They can be operated by farm tractors and engines.
- They have great capacity and will fill any silo in the short time when the corn is at its best.
- They can be set and fed rapidly.
- They cut uniform lengths. Case-cut silage packs and keeps well.
- They can be used for neighborhood jobs, bringing in cash returns.
- They can be transported easily and safely.
- They are safe to handle and operate.
- They last for years.

There are few machines that pay a farmer better than a silo filler and, at this time of year, their sale offers progressive dealers a profitable business opportunity.

We have new and better selling arrangements on silo fillers to offer progressive dealers. Write today for particulars.

J. I. CASE THRESHING MACHINE COMPANY

(Established 1842)

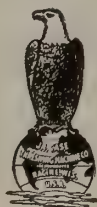
Dept. V214

Racine

Wisconsin

NOTE:—Our plows and harrows are NOT the Case plows and harrows made by the J. I. Case Plow Works Co.

Factory Branches: Alberta—Calgary, Edmonton. Manitoba—Winnipeg, Brandon. Saskatchewan—Regina, Saskatoon. Ontario—Toronto.



CASE
TRADE MARKS REG. U.S. PAT. OFF. AND IN FOREIGN COUNTRIES.
POWER FARMING MACHINERY



CANADIAN FARM IMPLEMENTS

Vol. XVIII., No. 7

WINNIPEG, CANADA, JULY, 1922

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00
Per Copy, 10c)

The Possibility For Silos Sales

It will pay every dealer in Western Canada to tell farmers what the silo idea stands for. It pays to convert farmers to the silo. Before silos were introduced about forty per cent. of a corn crop was wasted, because there was no way in which the full feeding value of the stalks could be conserved. Cutting a corn crop into fodder didn't solve the problem; for fodder is a bulky feed to handle, rapidly loses its nutrients when left in the field, and as a rule the most of the stalks are left uneaten. All this means unnecessary labor and waste; the silo eliminates waste by permitting the farmer to make palatable feed of the corn stalks, as well as the ears and leaves.

There is a disposition on the part of farmers to consider the silo as a necessary improvement on every well managed farm. There is no longer any doubt regarding the advantages it offers. Under existing conditions silage is necessary for the economical feeding of live stock, and is especially desirable for the profitable production of milk and beef. The results of thousands of feeding experiments carried out on farms with silage as a part of the ration gives conclusive proof of its great value to the man who handles live stock. It is interesting to note that the silo offers more possibilities for increasing profits than any other structure which can be erected on the farm. It provides a safe and convenient place to store all the crop, assists the farmer to utilize other feeds, such as straw, and permits him to keep more live stock on the farm, which gives a larger supply of manure for fertilizing the soil. The best way to ensure economical and succulent feed is to store a corn crop in the silo. The silo will take care of your corn crop and leave the field clear for early fall plowing.

Under existing conditions, it is necessary to make good use of a corn crop in order to secure a satisfactory profit. The way to secure maximum returns is

to build a good silo, and make the corn crop into ensilage when the ears are nicely glazed. The sorghum crops make high grade ensilage if allowed to mature before putting into the silo. Sorghum crops, cut too green, will make acid silage.

Some farmers have not built silos because they haven't got the right view point regarding the value of ensilage as a feed for live stock. Some farmers do not use ensilage because they think the work of filling a silo will interfere with other farm operations. A little consideration of the matter will show that it is better to rush operations a day or two, and have a supply of good feed at hand ready for use at any time, instead of hauling a few shocks of fodder day after day.

The fact of the matter is a silo saves much labor. It not only enables its owner to feed more cattle to the acre of corn, but also saves the labor expense of one man to every herd of cattle. At a conservative estimate the silo increases the value of a corn crop one-third; this is an important item on high-priced lands.

Ensilage Invaluable Feed

A farmer cannot appreciate the value of succulent feed until he has introduced it into the ration for his live stock. Succulent feed is not only nourishing, but assists in keeping the animal's digestive system in condition for properly assimilating flesh building elements. Silage is especially valuable for the dairy. It is suitable either for fall and winter feeding, or for use in the summer should pastures become short. Most dairy-men agree that a cow will give more milk on a silage ration than when fed solely on dry feed. Good silage not only produces a heavy flow of milk, but also produces milk which gives a good return of butter fat. Without silage it is difficult to balance a ration for dairy cows in winter. There are instances where good milk cows will pay without silage, but the profits

will more than double with the use of silage in the ration.

When feeding silage to dairy cows it is advisable to have some feed to go with it which is strong in protein. Either alfalfa or clover hay can be used to advantage. Cow pea hay is also satisfactory. Concentrated protein feeds which are suitable for balancing the silage ration are cotton seed meal and linseed meal.

The aim of the dairyman is to use a ration which is economical and effective for producing milk. He will find that corn silage is the cheapest form of carbohydrates, and that legume hay furnishes an economical form of protein. While the quantity of milk a cow produces depends largely upon her type and natural ability, the ration given must be adapted for the requirements of her system. She needs succulent, palatable feed. Silage supplies this. An acre of corn silage is equal in its feeding value to at least four acres of pasture, and in many instances is equal to five or six acres.

Profitable Rations

A dairy cow will use from thirty to forty pounds of silage per day, depending upon her size. A ration composed of silage, thirty-five pounds; corn meal, three pounds; legume hay, ten pounds; oats, three pounds and four pounds of bran is unusually effective for producing a maximum flow of rich milk.

Silage is noted for its ability to put fat on the steer. This is why so many farmers are planning to put up enough ensilage this season to permit them to feed cattle economically during the autumn and winter. A thousand pound steer will eat about thirty-five pounds of silage per day. He needs from six to eight pounds of legume hay along with this quantity of ensilage, together with a grain mixture of corn and cotton seed or linseed meal. It usually happens that the cheapest gains are made on small grain rations, the quantity of grain feed per steer ranging from four to seven

pounds. Silage in the steer's ration insures rapid, economical gains.

Silage made from well-matured crops, and which is not mouldy or frozen, gives good results when fed to sheep. Horses and mules are fed bright silage with good results.

The hog raiser secures economical gains by using silage. He finds this palatable, succulent feed especially suited to the requirements of brood sows and stock hogs.

Corn, which will produce sixty bushels per acre, makes about twelve tons of silage per acre. Kaffir corn will produce from seven to ten tons per acre, while cow peas usually make from four to six tons of silage per acre.

Observer Reports on Russia

In view of the varying character of press cables from Russia concerning agricultural conditions, first hand information on this subject, which is of world-wide importance, will be received with interest, especially from a Harvester man. T. H. Anderson, for many years connected with the Harvester Company's Russian business, and S. G. McAllister, in charge of European manufacturing, accompanied by A. C. Danner, whom many will remember as an old-timer in the foreign service of the company, visited Russia last fall.

"I found on my recent visit to Russia," said Mr. Anderson, "that press reports in general during the past three years have pictured conditions in agriculture! Russia more pessimistically than I found them. The real wealth of Russia is in its agriculture, and in the mines and forests, which are practically intact. The breaking down of transportation has prevented the movement of grain from generously cropped sections to the starving provinces, and when the Russian farmer gets proper equipment to till his land he'll come back."

Legge Appointed President of International Harvester Co.

At a meeting of the Board of Directors, held to elect officers for the ensuing year, Alexander Legge was unanimously elected the Company's president. This action was taken after Harold F. McCormick had declined re-election and had nominated Mr. Legge.

Harold F. McCormick was elected chairman of the newly-created executive committee. This committee was elected from the directoral body and consists also of: Cyrus H. McCormick,



ALEXANDER LEGGE
President, International Harvester Company

chairman of the Company; Alexander Legge, president; William D. McHugh, general counsel; John P. Wilson, consulting counsel. This committee is vested with the powers of the Board of Directors, when the Board is not in session. The other officers elected are: Vice Presidents, H. F. Perkins, A. E. McKinstry, and H. B. Utley; general counsel, William D. McHugh, George A. Anney; comptroller, W. M. Reay; consulting counsel, John P. Wilson.

Harvester men will feel a positive sense of inspiration in the story of Mr. Legge's steady rise from a collector's duties thirty-one years ago to the Company's principal executive office.

From the inauspicious position of collector in a remote branch office to the president's chair in one of the far flung industries of the country—that is the story of Alexander Legge who yesterday was elected head of the International Harvester Company, to succeed Harold F. McCormick.

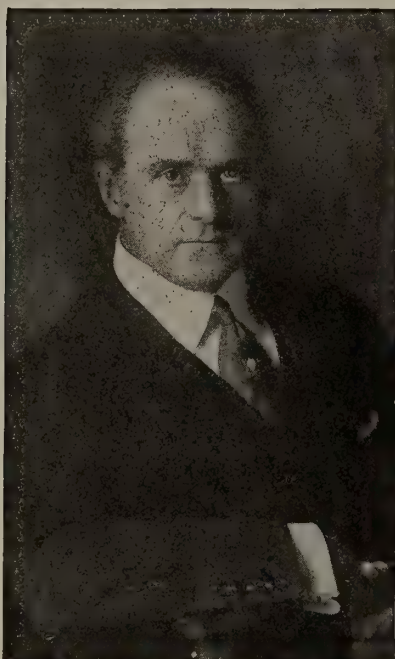
Mr. McCormick declined re-election to the presidency of the Harvester Company and nominated Mr. Legge to succeed him.

and Mr. Legge was at once unanimously elected.

Alexander Legge's career has been one of hard work, the story of which would make pithy material for a business novel. It is said of him that his advance has been as steady as the passing of time. His kindly, brusque manner, say his associates, and his rugged stature—he is 6 feet 2 inches tall and built proportionately—is known to thousands of Harvester company workers.

Harold F. McCormick Retiring President, Said:

"The change in the presidency of the Company and the creation of an executive committee have been in contemplation for more than a year. I felt that I could give more time to the policies of



HAROLD F. McCORMICK,
Chairman, Executive Committee
International Harvester Co.

the Company and the larger questions which arise from time to time under the new arrangement than was possible while I was president of the Company. I do not contemplate any diminution in my interest in or service to the Company.

"The Company is singularly fortunate in having Mr. Legge for its President. His great ability, faithful service and unbounded loyalty and zeal for the Company make it a pleasure to serve with him in administering the business of the Company. We have been working together since 1896 and I have for him a deep personal friendship."

With Harvester Co. 30 Years

Mr. Legge has been connected with the harvester industry for more than thirty years. He made his start as collector of farmers' paper, selling agricultural implements on the side, in 1891, in the Omaha branch of

the then McCormick Harvester Company.

In 1894 he was made collection manager in charge of farmers' paper, in the Council Bluffs office of the McCormick company. In 1898 he was made branch manager at Council Bluffs.

A few years before this Harold F. McCormick, then a youth just out of college, set out to learn the business. Mr. McCormick went first into the machine shops of the then McCormick company, where he remained for a time learning this end of the industry. Later he went to the Council Bluffs office, a student of collections and salesmanship, and it was here he met Alexander Legge.

The two men soon became warm friends—a friendship which has weathered the years. Mr. McCormick returned to Chicago in 1897 and in 1898, about a year later, came Mr. Legge's appointment as branch manager at Council Bluffs. In 1899 he was called to Chicago and made manager of the collection department of the old McCormick Harvester Company.

From this time on Mr. Legge's advance was rapid. In 1902, when the International Harvester Company was formed through the consolidation of the McCormick company, the Deering company and a number of smaller concerns, Mr. Legge was appointed assistant manager of domestic sales.

In 1906 came his appointment as assistant general manager of the International Harvester Company; and in 1913 he became general manager. He was appointed vice president and general manager in 1919, the position he has occupied up until his election as president.

Company Will Manufacture the "WDK" Stooker

The American Grain Shocker Co., Inc., was recently formed with offices at 202 Commerce Bldg., Miami, Okla. This company will manufacture the "WKD" Stooker, of which several models have been manufactured in Winnipeg.

The leading figures in the company are Thos. Wadge, well known to the implement trade in the Canadian West, who is president; B. J. Desmond, vice-pres., and S. A. Kenoyer, secretary-treasurer.

This stooker was tried out last fall and it was said gave good results. For the past three weeks, the company inform us,

their shocker has been at work in the wheat fields of Ottawa County, Oklahoma, where they state it has met with great success, proving to themselves and to others that the matter of shocking grain by machinery can be accomplished. They believe that the time is not far off when the farmer can sit on the seat of his binder and shock his grain with the same confidence which he feels when he drives a well-equipped binder into his crop.

We understand that the "WDK" stooker will be tried out in the Canadian West this Fall.

Menzies-Smart Company Incorporated

Notice is recently given in the Manitoba Gazette of the incorporation at Winnipeg, of Menzies-Smart, Limited. The leading promoters in the enterprise are John S. Menzies, implement manufacturer, and Robert A. Smart, salesman. The charter of the company empowers them to manufacture vehicles, autos, tractors, engines, separators, and also to operate iron and brass foundries.

The chief place of business of the company will be in Winnipeg, and the total capital stock is given as \$3,000,000, divided into thirty thousand one hundred dollar shares.

Conditions Improve in U.S.

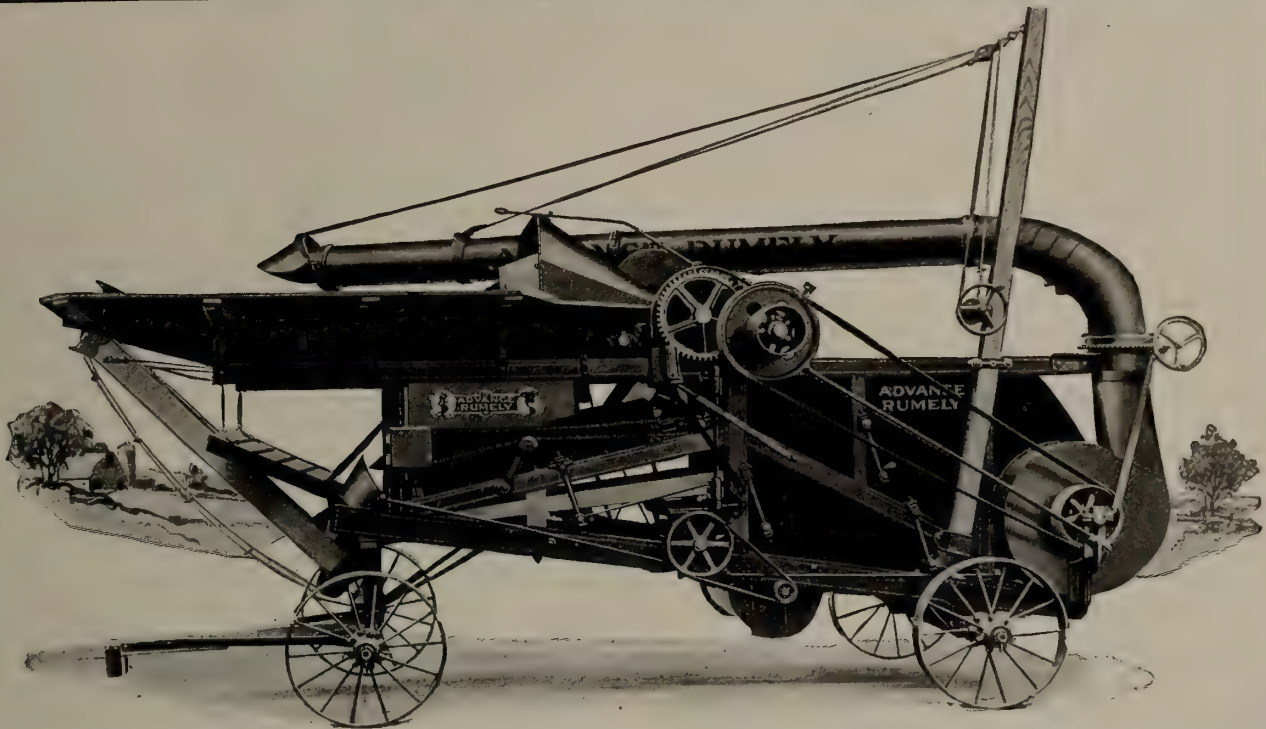
Reports from the U.S. National Association Farm Equipment Manufacturers show that implement business in that country steadily improves. Dealers are not ordering in advance of requirements, however, and farmers are buying conservatively. Nevertheless, there seems to be a better tone evident than was the case a few months ago, and even those companies whose shipments thus far in 1922 do not equal those of the corresponding period last year find cause to anticipate a greater volume of business during the remaining months of 1922 than was the case last year.

Handle Road Machinery Lines

The Bateman-Wilkinson Company, Toronto, report that their line of drag and wheel scrapers are being handled in the Canadian West by the General Supply Co. of Canada, 85 Water Street, Winnipeg. The company handle the full line produced by the Toronto house and can supply particulars to interested dealers.

37% Saved

in valuable food elements



The Advance-Rumely Husker-Shredder Makes money for you and your customers

ANY farmer in your district who grows corn can profit by owning an Advance-Rumely Husker-Shredder—thousands of corn growers have proved this. He can save 37% of good fodder, otherwise wasted. This valuable nutriment is in the stalks and leaves. He will have 37% more feed for his live stock. And that means profit.

You can profit, too, by selling this machine.

The "Old Reliable Advance"

The Advance-Rumely Husker-Shredder needs no introduction to the implement dealers of this country. You know it. Your trade knows it. The "Old Reliable Advance" is the title it has held among corn growers for the past 20 years.

Your customer wants a "quality" machine. Advance-Rumely IS quality. He wants capacity. He wants cleanly husked ears. He wants fine shredding. He wants efficient stacking. You give him everything he wants, and many new features he does not expect.

Our new catalog is just off the press. It gives a complete, illustrated description of the Advance-Rumely Husker-Shredder and its features. You ought to have it. We will send a copy free of charge if you write.

ADVANCE-RUMELY THRESHER CO., INC. • La Porte, Indiana
Calgary, Alta. Regina, Sask. Saskatoon, Sask. Winnipeg, Man. 148 Abell St. Toronto, Ont.

The Advance-Rumely line includes kerosene tractors, steam engines, grain and rice threshers, alfalfa and clover hullers, husker-shredders and farm trucks.
SERVICED THROUGH 30 BRANCHES AND WAREHOUSES

ADVANCE-RUMELY

Winnipeg Wholesalers Meet

The Winnipeg Wholesale Implement Association held a meeting in the St. Charles Hotel, Winnipeg, on June 7th, with the following members present:

J. P. Minhinnick, Cockshutt Plow Co., President; M. J. Caruthers, Advance-Rumely Thresher Co.; J. Davis, Nichols & Shepard Co.; T. Roney, Minneapolis Threshing Machine Co.; K. N. Forbes, Canadian Fairbanks-Morse Co.; J. Robertson, Sawyer-Massey Co.; F. X. Chauvin, Huber Manfg. Co.; Brandon; Leo Maloney, International Harvester Co.; M. J. Dixon and D. Drehmer, John Deere Plow Co.; J. C. Menagh, Cushman Motor Works of Canada; W. Cole, Robert Bell Eng. & Thresher Co.; D. M. Jamieson, R. A. Lister Co.; A. McFarlane, Anderson Roe Co.; M. Kock, Gilson Products Co.; J. P. Ritchie, John Watson Manfg. Co.; E. W. Hamilton, O. A. Cohagan, and A. A. Thomson, Canadian Farm Implements.

The old decision regarding donations to fairs was approved and several matters of importance dealt with. The leading feature of the meeting was an

address by the guest of the day, H. W. Hutchinson, vice-pres. of the Sawyer-Massey Co., Hamilton.

In a thoughtful talk Mr. Hutchinson compared the old days in the industry with the present, outlining the difficulties that had been the lot of both wholesalers and manufacturers during the past years. He believed that real salesmanship was now the greatest need, for the days of easy buying were gone, possibly for good. He, however, saw no cause for pessimism, for the country that can produce two billion three hundred and twenty six million dollars worth of agricultural products had a solid base and would carry on. And this was done when we have but one-twelfth of the land under cultivation.

The speaker believed that profits would be small this year as the business would be limited. The main thought would be to turn inventory into cash or receivables of good character.

Prices, said Mr. Hutchinson, would not go lower than present planes for some time, as steel was stiff in price and shipments were slow showing a demand. The speaker was heart-

ily thanked for a very interesting address.

The sales tax was discussed at some length, some companies reporting that they absorbed this tax, while some did not.

Mr. Chauvin asked if the association could not hold the July meeting in Brandon during Exhibition week, and it was finally decided to hold the meeting on the Wednesday in Brandon, and to invite the members of the associations in Regina, Saskatoon and Calgary to attend if they were at the Exhibition.

Co-operation Between Town and Country Essential for Business Betterment

Following a month spent with the Better Farming Trains which traversed Manitoba, Prof. P. G. Holden, director of Agricultural Extension work for the International Harvester Company and one of the leading agricultural experts in North America, addressed members of the Bankers' Association, Board of Trade and Technical Agriculturists in Winnipeg, May 31st.

Prof. Holden, in a remarkably interesting address, showed clearly that the farmers in the Canadian West must break away from the one crop system and change to the diversified and livestock farming systems. He instanced how better farming methods and mixed farming, with proper crop rotation, had built up communities in the United States. The city has obligations to the country beyond selling its goods. He believed that each community should put in a Board of Trade or Chamber of Commerce, a Community Club and a Bureau of Agriculture.

He urged business men to direct their attention to helping the farmer acquire pure-bred livestock, the building of silos, the growing of alfalfa and feed. They should get together a bunch of prominent business men, bankers and merchants, to travel over the province and study conditions. Winnipeg should not feel that its duties ended in this province. It would be an excellent thing if Winnipeg could help other places in the province to make out such a programme. That would be a wonderful movement. In connection with such propaganda he argued that it would be a good thing if agricultural colleges and such institutions could have postal franking privileges.

There is no substitute for safety.

A Short-Sighted Policy

The efforts of the business interests which suffer through such replacement of horses as has occurred and will continue to take place are as futile to prevent the continued and increasing use of tractors and trucks as an attempt to sweep back the tide of the ocean with a whisk broom. Similar efforts have been made by various interests against practically every modern invention. The owners of sailing vessels opposed the introduction of steamships; stage coach owners, as well as boat owners, opposed the laying of the railroads; the railroads opposed the laying of electric lines; the telegraph companies opposed the telephones; the cradlers opposed the reapers, and so on throughout a long list. In every case the men who felt that their business would slip away from them or be injured by the new inventions did everything in their power to discredit and oppose them. We look back upon the men who opposed such inventions as short-sighted and unpatriotic, men who placed their personal gains above the welfare of the masses and who, instead of recognizing the situation as it actually existed and falling in line with the improved devices which would have resulted to their own financial benefit and at the same time been of much greater benefit to the community, wasted their efforts and money in trying to prevent the inevitable. The members of the Horse Association and those who are lending their influence towards such propaganda will in a few years be looked upon in exactly the same manner.

Four bits are four bits, but there's no known value of an I. O. U.

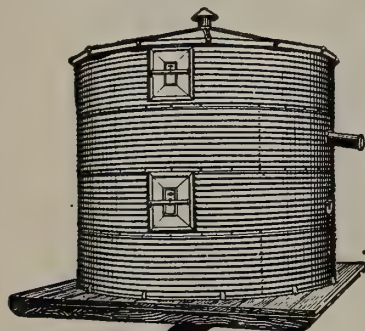
It's a lot better to drive yourself than to be driven by another.

An ounce of hustling is worth more than many pounds of rustling.

Implement Warehouses Damaged

In the disastrous tornado which swept Manitoba the early morning of June 23, the warehouse of the Cockshutt Plow Co., at Portage la Prairie, was badly damaged. The roof and part of the upper story were carried away and the flooring smashed, so that machines fell through to the basement. The roof of the warehouse of the Aultman-Taylor Machinery Co. at Portage, was also damaged by the storm.

You Get the Granary Business— and Hold it—when you sell your customers the “EASTLAKE”



DEALERS—This year the farmer will want every cent procurable from his grain. He will need proper storage facilities to prevent deterioration and loss. Farmers endorse our Granary because they KNOW it saves time and labor, affords absolute protection from fire, weather and vermin. It will pay you handsomely to handle the

“EASTLAKE” Portable Corrugated Steel Granary

A line that assures dealers the Granary trade in their territory. BUT—we advise you to line up your Granary prospects AT ONCE, and place orders at the earliest possible date.

ASK FOR LITERATURE AND AGENCY OFFER

Note the constructional features and strong selling points of the “Eastlake,” given below.

Filled from any side.	Machine-made throughout.
Two Unloading Chutes with padlocked cut-offs.	Interchangeable and removable side and roof sections.
Two Pressed Steel Doors.	No cast iron used anywhere.

STRONG—RIGID—DURABLE—SIMPLE—EASILY ERECTED
Not expensive. Write for our complete illustrated circular.

The Metallic Roofing Co., Limited
797 Notre Dame Ave. **Manufacturers** **WINNIPEG**

We make all kinds of Sheet Metal Building Materials
Write To-day for our Special Granary Offer



LITTLE GIANT Tractors

Model "B," 16-22 H.P.
Model "A," 26-35 H.P.
1½, 3 and 6 miles per hr.

The Packard of the Tractor World. Will compare favorably in design, material and workmanship with the best automobile or motor truck made

SOME EXCLUSIVE MECHANICAL FEATURES

Three speeds forward which cut working time in half when load is light;

Spring mounted, front and rear, with three point suspension for rough work on uneven surfaces;

Enclosed spring draw bar, preventing damage by jerk in starting or while in motion;

Self-cleaning bull gear of ladder type;

Working parts hooded from weather and enclosed from dust and other damaging elements;

Uses kerosene perfectly, and better than most others do gasoline.

SOME EXCLUSIVE AGENCY FEATURES

Long term payments to good buyers, and cash commissions to dealers on receipt of buyer's settlement which we accept without recourse;

Bankers co-operate freely with our dealers, for buyers can get needed equipment on easy terms. No money is taken from their territory but cash brought in to extent of dealer's commission;

Sample machines furnished dealer without cash investment;

Good profit paid in spot cash;

Our DEALERS are SELLING TRACTORS when all others have laid down. State fully your territory in your letter.

LITTLE GIANT COMPANY

234 Rock Street, MANKATO, MINN., U. S. A.
ESTABLISHED 1876



TRAILERS

We Make a Trailer to Meet Every
HAULING PROBLEM.

Pleasure Car Size ½ to 1-Ton Capacities

Truck Sizes 1 to 10-Ton Capacities

DUMP BODIES and HOISTS

Automatic and Hoist Operated Dump Bodies
1 to 10 Cubic Yards.

Hand Hoists - - 1 to 4 Tons

TRUCK UNITS

DOMINION TRUCK UNITS Convert all Reliable Makes
of Pleasure Cars into Dependable Trucks.

Write for Literature and Prices

Dominion Truck Equipment Co., Ltd.

Established 1914

Kitchener, Ontario.



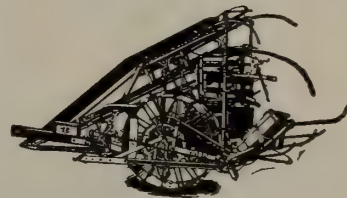
A Line with a Reputation—plus

SEVENTY years of manufacturing success has achieved for E-B implements a reputation and prestige enjoyed by few others.

In economy of operation, in results obtained, in satisfaction, E-B implements stand first. Every E-B owner is a walking E-B advertisement.

The E-B Osborne grain binder has been giving satisfaction for sixty-four years. It is the most efficient type of grain binder—and *your prospective customers know it*. Even in heavy growth it picks up all the down grain. It harvests all the crop.

You can profit, too, by selling the E-B Osborne grain binder and corn binder. Our 1922 sales plan is a money-maker. Full particulars gladly furnished.



The E-B Osborne Corn Binder
Side draft avoided by hitching in center of load. Can be equipped with conveyor bundle carrier or wagon loader.

Emerson-Brantingham
Implement Co.

Established 1852

INCORPORATED

Rockford, Illinois



Canadian Distributors

Anderson-Roe Co., Ltd., Winnipeg, Regina, Calgary

With the Manufacturers

The plant of the Montana has been put in operation with E. J. Biever as general manager.

The Barney Baker Co. of Saskatchewan Ltd., has been incorporated at Regina, with a capital of \$50,000.

The Samson Tractor Co. branch in Minneapolis is preparing to move into new quarters at 106 Third Ave. North.

The business of the Cedar Rapids Foundry & Machine Co., Cedar Rapids, Ia., has been placed in the hands of T. Krebs as receiver.

O. E. Thomson and C. C. Helm, formerly automobile and accessory dealers at Prelate, have dissolved partnership in the Pioneer Garage in that town.

The Gilson Mfg. Co. of Port Washington, Wis., is meeting with good success in pioneering the new Bolens power hoe, designed by Harry W. Bolens, president of the company.

J. E. Erickson has been appointed advertising manager for Fairbanks Morse Co., Chicago, succeeding Wm. E. Fleming, who has resigned, to enter the publication advertising field.

The Avery Co., Peoria, Ill., announces the appointment of L. S. Whitcomb as manager of its branch house at Amarillo, Tex. Mr. Whitcomb succeeds H. H. Hunter, who has resigned.

The J. I. Case Threshing Machine Co., Racine, Wis., has declared its regular quarterly dividend on preferred stock of 13/4 per cent. payable to stock of June 12 record on July 1.

Beatty Bros., of Fergus, Ontario, have received orders from the Royal Household of Roumania for stable fittings and for the complete equipment of a model dairy barn.

W. W. Clark, who for a number of years has been export manager for the Hart-Parr Co., Charles City, Ia., has resigned to enter the general importing business.

Voss Bros. Mfg. Co., Davenport, Ia., manufacturers of electric and hand power washing machines, have put on the market a new swinging wringer washer. There are three models.

The Advance-Rumely Thresher Co., La Porte, Ind., will build a branch house in Omaha at Ninth and Farnam streets, in the heart of the implement district.

Chas. A. Siekman, advertising manager of the Oliver Chilled Plow Works, South Bend, Ind., has spent almost a month among the different Oliver branches in the South and Southwest.

The Ohio Cultivator Co., Bellevue, O., has announced a new implement in its line, a clod crusher and pulverizer of the type that has appealed so strongly to progressive farmers during the past ten years.

The Massey-Harris Harvester Co., Minneapolis, has taken on for that territory the Massey-Harris cream separator. This machine has been sold in the east but has not been offered in this territory heretofore.

The Grain Belt Mfg. Co., Forgs, N. D. builder of the Grain Belt Tractor, has been placed in the hands of a receiver. The plant has been closed down for some time. J. W. McHose of Fargo, has been named receiver.

John Hoss, sales manager in the United States for the Sawyer-Massey Co., Hamilton, Ont., has opened an office with the J. I. Case Plow Works Co., at Omaha, Neb., where he is maintaining headquarters.

The Petrie Mfg. Co. Ltd., Milwaukee, Wis., has established jobbing connections with La Fonderie de Victoriaville, Victoriaville, Que., and also with leading factors of the trade in Australia and New Zealand.

signed the position of vice president and general manager of the Splitdorf Electrical Company in April, 1921, recently announced a new spark plug to be put on the market by the L. F. Benton Company of Vergennes, Vt.

The Atwater Kent Mfg. Co., Philadelphia, has increased plant operations from 30 to 90 per cent. of capacity in the last two months. The number of employees has been increased 150 per cent.

A report from Madison, Wis., states that creditors of the Townsend Mfg. Co., tractor manufacturers of Janesville, Wis., have made application in the United States District Court here to have a trustee appointed in bankruptcy proceedings.

A new edition of the Canadian Trade Index, an exhaustive directory of the manufacturers of the Dominion, will be published by the Canadian Manufacturers' Association, Toronto,

about the end of the present year.

F. D. Bowers, formerly assistant manager of the Emerson-Brantingham branch at Omaha, has been transferred to the home office at Rockford, Ill., and given an important position in the sales department of the tractor and thresher division.

Business is booming around the plant of the Advance-Rumely Thresher Co. Last week the company shipped 45 carloads of farm machinery. It was the biggest week of the year for the company. Nearly 1,000 men are employed, which is about 70 per cent. of normal.

The Lincoln Tractor Company, Urbana, Ohio, incorporated with a capital stock of \$1,000,000, has purchased the plant formerly occupied by the Dauch Manufacturing Company at Sandusky, and will move to that city. R. T. Parish is president and general manager.

The International Harvester Co. recently declared the regular dividend of \$1.25 a share on the common stock, payable July 15 stock of quarterly record July 24. semi-annual dividend of 2 per cent. in common stock, payable on the common stock July 25 to stock of record July 24.

The Cleveland Tractor Company, Ohio, are unable to keep up with orders for the Model F. Cletrac, announced last fall, even with an increased production schedule. The Model F. is meeting with universal approval in all sections of the country.

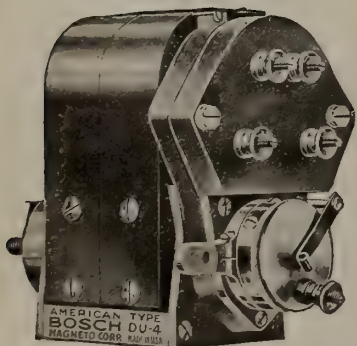
The Sterling Motor Truck Co., Milwaukee, makers of Sterling motor trucks, are now entering Canada with their own sales organization and if sales and business warrant it, a factory later on will be established. The head office for Canada will be at 510 King Street E., Toronto.

Announcement of an increase in wages of 10 per cent. has been made by the Timken Roller Bearing Co. of Canton, Ohio. This will put the pay of the men back to where it was before a cut was made in September, 1921. The plant employs about 4,000 men.

The J. I. Case Plow Works Co. Racine, Wis., has issued a new price list for the summer and fall trade, replacing the list issued Oct. 15, 1921. There is no change in the prices of any of the horse-drawn tools and only some minor advances in the list of tractor-drawn implements.

The John Lauson Mfg. Co. recently reduced the price of the

Magneto Repairing Is Our Specialty



We are the Only Official Representatives of the Following Magneto Companies in this District.

Send us your magneto work. We represent: Bosch, Dixie, Splitdorf, Berling, K-W., Kingston, Wizard, Simms, Webster, Eisemann and Teagle Magneto.

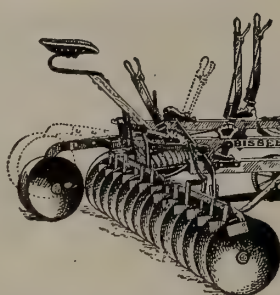
Special discounts to the trade.

Magneto Service Station Ltd.
14th Ave. and Broad St., REGINA, Sask.

The Maytag Company Limited

WINNIPEG CALGARY

WRITE US, mentioning this publication, for catalogues and prices of the famous **ALL-STEEL RUTH SELF FEEDER**, any of the six styles of **Maytag Washing Machines**, **Oils**, **Belts**, **Headlights**, and all other **Threshers' Supplies**. (PRICES ON REQUEST AND SERVICE UNEXCELLED) **Do Not Delay.**



BISSELL WIDE DISK FOR WESTERN CANADA

FLEXIBLE—Gangs are hinged at four points to fit uneven ground.

LIGHT DRAUGHT—Equipped with 8 sets Ball Bearings.

DURABLE FRAME—Extra heavy, well braced and strong.

AXLES—Heavy square steel.
CASTINGS—amply strong.

Also Equipped With Handy Control for Tractors.
Furnished in 12-13-14 Ft. Widths.

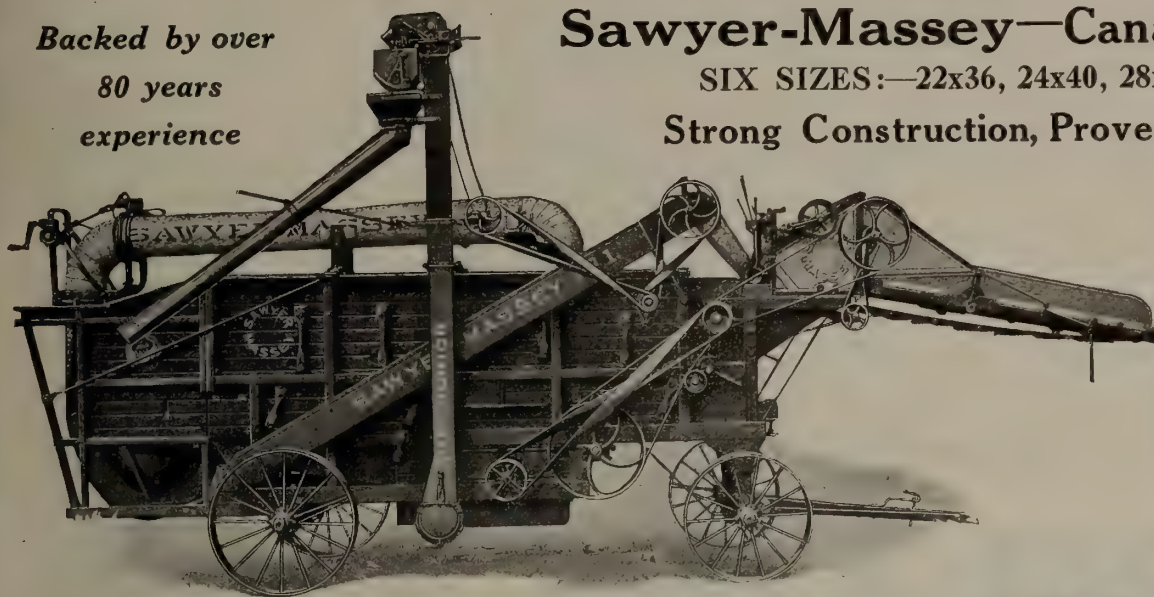
Manufactured Only
by T. E. Bissell Co.
Ltd., Elora, Ont.

Write to **JOHN DEERE BRANCH HOUSE** For Agency.

SAWYER-MASSEY CO.

Tractors: Threshers: Road Machinery

*Backed by over
80 years
experience*



Sawyer-Massey—Canada's Premier Threshers

SIX SIZES:—22x36, 24x40, 28x44, 32x56, 36x60, 40x64

Strong Construction, Proven Efficiency, Great Capacity

Our 12 and 16 double-bar cylinders strip ALL the grain from the head, completely separating grain from straw. With major weight at circumference, the cylinder gives finely-balanced action with minimum vibration. Built of specially selected hardwood. Braced and trussed, with an exceptionally strong frame. Weight throughout is equalized. In selling Sawyer-Massey Separators you give the farmer real assurance of economical and efficient threshing.

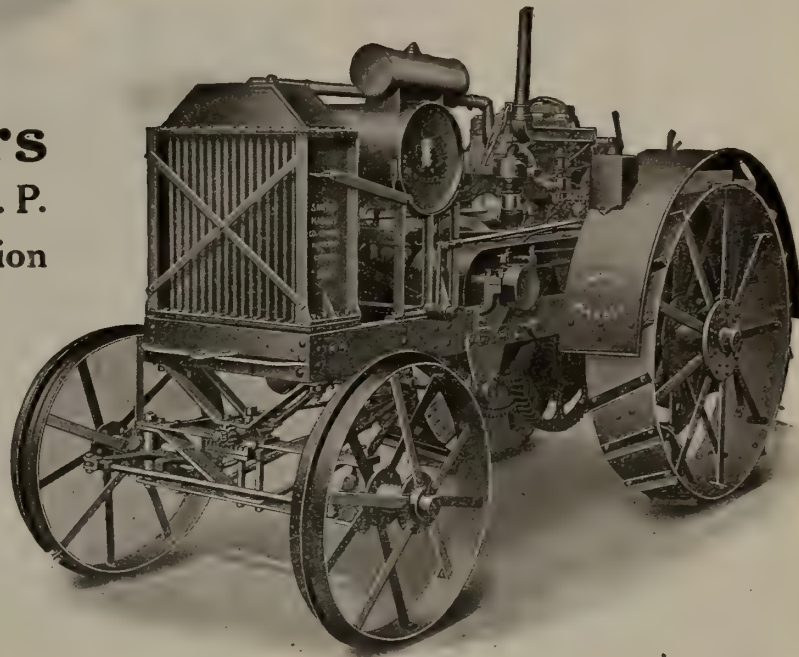
Sawyer-Massey Tractors

11-22 H. P. 20-40 H. P. 25-50 H. P.

Leaders in Design — Economical in Operation

A range of sizes to suit every demand you will have. Their reputation for excellence of mechanical finish means profits and prestige for the man who handles Sawyer-Massey Tractors. They are the Gold Medal Tractors that took first place in the International Contests, held in Winnipeg in 1913. Simple in construction; easy to operate. Remarkably free from trouble, hence most profitable for the agent to handle. Smooth-running, they form an ideal threshing team when belted to the Sawyer-Massey Separator.

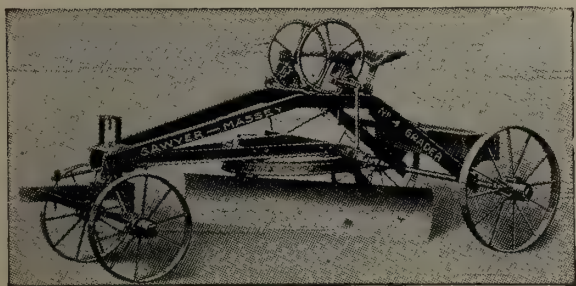
*Dealers can Sell no Better or More
Reliable Tractors for field or Belt Work*



Sawyer-Massey Road Machinery

GRADERS—MAINTAINERS—LEVELLERS

It will pay you to see that your municipality is equipped with the best obtainable road machinery. Better roads mean higher farm land values, and better business for your town. Our machines are known everywhere for durability and speedy effective work. Ask for details of our No. 4 Adjustable Grader. It keeps roads in excellent condition with very little expense. Our 8 ft. Adjustable Drag is another road machine you should investigate. Let us know the requirements of your community; we will co-operate in closing sales.



Sawyer-Massey No. 4 Grader

*Dealers will find that the Sawyer-Massey Line
Assures Substantial, Profitable Business.
Get in Touch with the Nearest Branch*

SAWYER-MASSEY COMPANY LTD.

HEAD OFFICE; HAMILTON, ONTARIO

WINNIPEG

REGINA

SASKATOON

CALGARY

EDMONTON

12-25 hp. tractor from \$1,595 to \$1,295 and the Lauson 15-30 hp. from \$1,895 to \$1,675. The company is announcing a 10 per cent. reduction on its gas and kerosene engines. The 2 hp. engine now retail at \$72, f. o. b. New Holstein.

J. E. Gardner, of the J. I. Case Threshing Machine Co., Minneapolis, has been re-elected president of the Northwest Tractor and Trade Association, with H. W. Brown as first vice-president; W. R. Biggs, second vice-president; C. C. Wagner, treasurer; and Luman C. Proyer, secretary.

Albert C. Macgowan, known extensively among the implement dealers of the northwest by reason of his long connection with Deere & Webber Co., Minneapolis, as salesman, died at Phoenix, Ariz., recently of tuber-

culosis. He was forty-seven years of age. Mr. Macgowan was born in Prince Edward Island.

The John Lauson Mfg. Co., New Holstein, Wis., has made the following announcement of additional reductions on tractors and gas engines. The list price of the Lauson 12-25 tractor has been reduced \$200 and the list of the 15-23 has also been reduced \$200, making the present list on the 12-25 \$1,295, and on the 15-30 \$1,675 f. o. b. factory.

Announcement is made by the Beaver Truck Corporation of the appointment of Russell Thompson, formerly vice-president and managing director of the Reo Sales Company of Hamilton, as supervisor of Beaver sales and service for central Ontario. Mr. Thompson's experience in the automotive field dates from 1911

when he first entered the Reo organization.

At the recent annual meeting of the stock holders of the Advance-Rumely Co., Ltd., La Porte, Ind., the directors appointed the following officers: President, Finley P. Mount; vice-presidents, J. Abrams, W. I. Balentine and A. H. Berger; treasurer, J. R. Kohne; secretary, A. H. Berger; assistant comptroller, E. M. Thomas; general counsel, J. E. Winn.

F. H. Edson, advertising manager of the John Lauson Mfg. Co., New Holstein, Wis., has been promoted to the position of general sales manager, succeeding G. M. Matson, who will devote all his time to the business of the Tractor Appliance Co., of which he is secretary and treasurer. Mr. Edson has been connected with the Lauson

Company for the past four years.

O. B. Dibble has been appointed sales manager for the La Crosse Tractor Co., La Crosse, Wis., succeeding C. C. Shanor. Mr. Dibble has been connected with the company since its organization and is thoroughly familiar with its products and policies. Mr. Shanor has gone to Toledo, O., where he will engage in the distribution of motor cars with B. F. Hamey, formerly general manager of the La Crosse Tractor Co., Oconto, Wis.

The Harvester World, in a recent issue, tells how J. C. Klassen & Son, Rosthern, sell "fifty-four lines in seven languages." During last January this firm went after plow share business. The dealer usually has a stock of shares for customers who ask for them. "Jake," himself, went and in four days sold sixty-four shares. His expense for the period was \$20 and the rest was cost of shares and profit, which any dealer can figure for himself. He sold, in addition, two six horse power engines, two cream separators, and a grain grinder, and counts also as profitable enterprise the securing of several prospects which he expected to close later.

Truck Sales Good

The International Harvester Co., Chicago, report that up to the first of April a total of 1,651 car loads of International motor trucks have been shipped from the truck factories at Arkon and Springfield, Ohio, to be delivered to purchasers.

A New Type of Pump Jack

A new center-drive pump jack has just been announced by Nelson Brothers Company, Saginaw, Mich. This new jack works overhead, on a wall or horizontally, with equal satisfaction. It is operated with a clutch drive that may be worked either with the foot, hand or by ropes. The gear ratio is 5 to 1. In view of the wider-faced gears used on this jack, it will operate wells up to 250 feet deep. The company stated that the new jack has a wide adaptability. The front clamp fastens to any style of pump standard, whether a single or two pipe stand, or double-cylinder pump. It is not necessary to bolt the base to foundation, or to clamp the jack to the pump if the base has been bolted to the platform.

The best man never gets the bride—at a wedding.

DUNLOP

Thresher and Farm Power Belts

WHEN BELTS WERE JUST BELTS
YOU HAD NO CHOICE

To-day Dunlop Thresher and Farm Power Belts stand for unvarying quality.

They mean uninterrupted Service, Power and Speed in any capacity on the farm from one year's end to the other.

Dunlop "Gibraltar RedSpecial" is the name of the Belt that embodies all the essential qualities of wear and immunity from weather conditions.

It is the belt with the special frictioned-face that clings to the pulley and transmits the limit of power without the use of belt dressing.

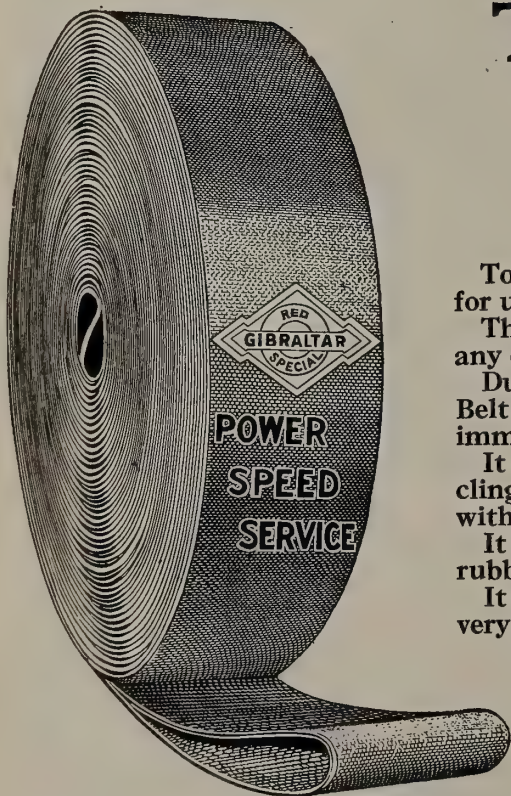
It has permanent ply adhesion because of its rich rubber binding.

It needs no breaking in, but works efficiently from the very start.

In "Gibraltar RedSpecial," Endless or cut lengths you buy Belt economy—without a sacrifice of efficiency.

"Hercules" is an unbeatable Endless Belt where the rubber-covered type is preferred.

Dunlop Belting, also Hose and Packing, is stocked by Agricultural Supply Dealers.



Dunlop Tire & Rubber Goods Co., Ltd.

Edmonton Branch, 10,517 Jasper Ave., Phone 6752

Calgary Branch, N.E. Corner 4th St., West
and 11th Ave., Phone M.3716-3390

Saskatoon Branch 258—3rd Ave., South, Phone 2082
Regina Branch, 1437 Rose Street, Phone 3789
Winnipeg Branch, Can. Blk., 354 Donald St.,
N.6639-6630



Motherwell Supports Power Farming

On page 12 of our May issue we commented on the advertising put out by the Department of Agriculture, containing figures indicating that the use of horse power on the farm was both preferable and cheaper than power farming. As we pointed out, the figures used were very misleading and altogether inaccurate.

The Hon. W. R. Motherwell, Minister of Agriculture, reached Winnipeg July 3rd on a tour of the West in the interests of his department, and members of the Wholesale Implement Dealers' Association got in touch with him, and he very courteously agreed to meet them in the Board of Trade Building.

Notwithstanding the short notice, a very full attendance of the Wholesale Implement Dealers' Association was present to meet him. There was a very full and friendly discussion of the situation. The Hon. Mr. Motherwell said that while the advertisement had not received his personal attention, he felt that there were statements in it which should not have been made. He pointed out the fact that on his own farm he used both horse power and mechanical power, and had no hesitation in saying that without the use of the tractor on his farm, work would be greatly retarded and satisfactory results could not have been realized. He especially asked the Association to consider his position in the matter.

In the short time that has been at his disposal in Ottawa, he has not as yet been able to get the Department fully organized. He pointed out the difficulty of the Department work at Ottawa dealing with the entire country, as compared with the Provincial work in Regina when he was only dealing with the one province.

The general consensus of opinion in the meeting was that, so far as the Western Provinces are concerned, the tractor and power farming are practically indispensable. The Hon. Mr. Motherwell expressed frankly his personal opinion that a combination of both horse power and mechanical power were vital to the success of farming in the Western Provinces.

A very hearty vote of thanks was passed to the speaker at the close of the meeting, and the Hon. Mr. Motherwell was assured of the confidence of the Association both in his ability and willingness to co-operate

with the Association in the general interests of good farming in the western provinces.

Some folks think a thing's such a cinch that they won't try to convince the other fellow. Start convincing yourself.

The members of the Winnipeg Wholesale Implement Dealers' Association will visit Brandon Fair in a body on July 27th, as guests of the Brandon Fair Board. They will be joined there by the Regina Association as well as members of the Saskatoon and Calgary Branches.

Very important matters are up for discussion and it is hoped that as many of the Wholesale Associations in Canada as possible can make it a point to be there. Further particulars may be had by writing this office, or Mr. J. P. Minninnick, President of the Winnipeg Association.



Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.

BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

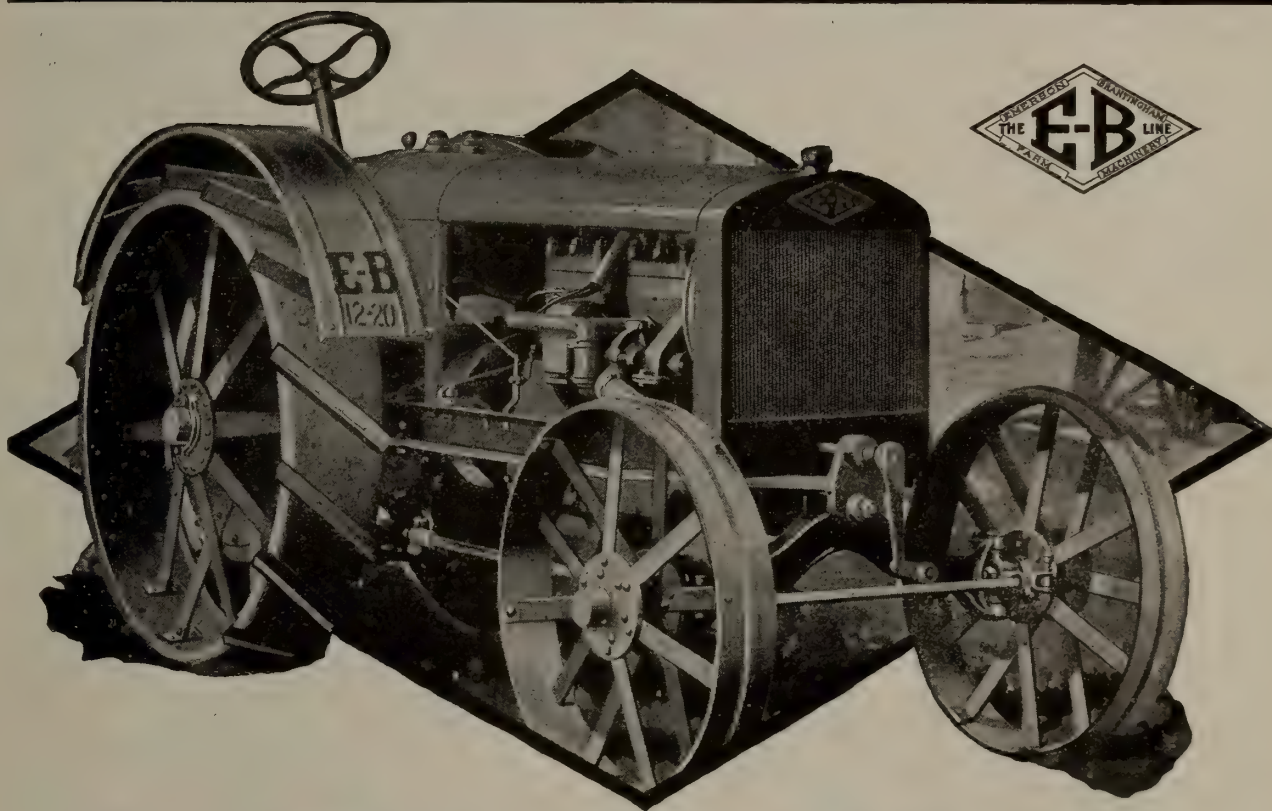
Some folks believe so firmly that the world was made for man that they forget that man was made for the world.

Hot air is a fine thing in its time and place, but don't shoot it when the other fellow's already het up.

No trouble to meet expenses now—you meet 'em everywhere.

Many men are dead but they won't lie down!

When a gasket becomes damaged, replace it with a good one.



REPUTATION

ESTABLISHED good will through continued performance is the greatest asset any business can have. The good will attached to a product is invariably reflected in increased sales and prestige for the dealer who handles it.

For seventy years E-B farm implements have been recognized leaders. In mechanical operation, in results, in economy, the E-B line has established a reputation as "the best there is."

E-B built the first successful four-cylinder kerosene-burning tractor. Today the E-B 12-20 is

the outstanding value in the tractor field. Its conservative rating of 12 h. p. at the drawbar and 20 h. p. at the belt is ample for every farm need.

E-B tractors have always been moderately priced—but at the new reduced prices are a still greater tractor value.

Write today for our complete dealer's proposition, and learn how you may secure increased profit by our revised sales plan which we have just announced.

Emerson-Brantingham Implement Co.

Established 1852

INCORPORATED

Rockford, Illinois

Canadian Distributors: Anderson-Roe Co., Ltd., Winnipeg, Regina, Calgary

A Proven, Profitable Success

No one who has the slightest regard for the truth can assert that the tractor and truck have been anything but a genuine success. The early models of both, it is true, were far from being all that could be desired, but in considering the economic value of any machine one cannot consider the machine of a past day, but must judge by those of the present. However, trucks and tractors in the past few years have been profitable in the majority of cases. It is safe to say that there is a smaller percentage of cases where losses occur through the use of trucks and tractors than through the use of horses. Farmers and business men do not buy new machines simply because they are approached by good salesmen, but because they recognize their own needs. The man who sells horses or who sells goods to be used with them does not have the same realization of the expenses and shortcomings of animal power as the man who uses the horses. A few instances where men have lost money through the use of trucks and tractors are made much of by the man who is attempting to discredit the improved power and who is prejudiced in favor of horses. The same man, however, will overlook the thousands of cases where farmers have lost heavily through the use of horses not only because of their inefficiency and high cost but through their premature death. They conveniently forget the various epidemics which have killed horses by the thousands, with a financial loss to horse users running into enormous figures. They also forget the thousands of horses which die each year as the result of hot weather. In a limited territory in Ottawa, only three years ago, it was estimated that at least one thousand horses died within one week, with a consequent loss of many thousand dollars to the farmers of that section, and numerous other similar cases could be cited.

It is a fact that the supply of horses has greatly diminished. The reasons for this are simple and clearly understood by anyone who looks the facts squarely in the face. The market for horses has been declining rapidly for the past few years, and farmers and breeders who had been accustomed to raising horses for the market found they were not able to produce them at a profit. It was only natural, therefore, that they reduce their efforts along that line and that many of them realized that the same work and feed

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS, VEHICLES, ENGINES, AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG.

WINNIPEG, CANADA

Eastern Canadian Offices:- J. B. Rathbone, 95 King St. E. Toronto;
317 Transportation Bldg., Montreal.

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year

Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, JULY, 1922

devoted to the raising of hogs, poultry, sheep or cattle would return much greater profits and in a shorter period of time; hence it was only natural that they should give up the raising of horses and engage in the more profitable lines.

It seems remarkable that a body of scientific men, such as are represented by the Dominion Lives Stock Branch, should take such a biased and unscientific attitude toward mechanical power. If a new breed of horses were discovered or produced they would at once make a careful study of its merits, ascertain its advantages, and recommend it for the conditions where it was likely to be satisfactory. They would doubtless advise farmers how they could get the best results from the new breed and just how to handle it. The same thing would take place in the branch of plant industry in the case of a new crop or variety of crop. That is, an impartial investigation would be made and the crop would be recommended for the conditions where it promised success. In cases where it failed, the reasons for failure would be ascertained and made known. At the same time the requirements for successful growing of the crop would be given out in order to help the growers raise the crop at a profit.

In the case of the truck and tractor, however, the attitude is apparently antagonistic, and instead of helping the farmers use these improved machines so as to insure success and advertising them how to avoid failure, the only notice taken of them seems to be an attempt to prevent their introduction and use.

One very pertinent fact which is frequently overlooked by the men who oppose mechanical power for farm work is the rapid improvement which usually takes place in machinery of any kind. The tractor has been no exception to this rule. Not only have these machines undergone remarkable improvements which have increased their life, efficiency and economy, but their first cost has also been reduced to a small fraction of that which existed a few years ago.

Fibre Prices Lower

The Sisal Sales Corporation has reduced the price of Mexican Sisal to 6 3/4 cents New York and 6 cents Gulf, June-October shipment, the prices being guaranteed against a decline. Buyers are to agree to take 50 per cent. ex-warehouse and 50 per cent. current production. There are rumors of heavy buying by a large consumer; but the Cordage Trade Journal has no confirmation of it.

What of the Facts?

The facts of the situation today can be verified by anyone who wishes to take the trouble. The market for horses in the large cities has been very materially reduced by the adoption of motor trucks and the lost ground will never be regained. There are still many lines of work and conditions in city hauling for which horses will doubtless be used for a long time to come, and it seems probable that the reduction in the horse market in our large cities will be somewhat slower in the future than in the past, due to the fact that trucks have already been adopted in a very large percentage of the cases where they are best suited. Anyone who expects any material improvement or increase in the horse market in our cities is as certain to be disappointed as the man who anticipates an increasing demand for flintlock guns and kerosene lamps.

Saving in Labor Hours

Mechanical power units in nearly every case mean faster work because they permit one man to control a greater amount of power than can be handled in the form of horses. It is, of course, unaffected by weather and has maximum endurance, while animals are limited to a few hours work per day. Greater power and unlimited endurance naturally mean a better quality of work because there is no need of skimping, and the ability to do work faster means that there is time for doing of a more thorough job than when the slower method of animal power is employed. These reasons have naturally had great weight with farmers in the past, while it is true that until a few months ago it was an open question whether the cost per unit of work on farms where tractors were used to supplement horses was cheaper than where horses only were used today the question is settled decisively in favor of the tractors due to the lower first cost.

Furthermore, the tractors have become more reliable than horses, due to their improvements due to their repair service which is available for them. Hundreds of cases are on record where these machines have run for several seasons without the slightest trouble or need for repairs, and when breaks do happen, the new parts can be obtained and installed in a few hours' time, whereas with horses, accidents, sore shoulders, etc., mean delays of days or even weeks.

unless several extra horses are kept on hand for use in emergency which, of course, means an extra large and unnecessary expense. This practice, however, is common and really necessary. On the other hand, while with the early tractors it was common to keep a stock of repairs on the farm, this is no longer necessary.

It will be noticed that in all propaganda in favor of horses the question of belt power is never referred to in any way. Just how they expect farmers to get their belt work done is difficult to understand. If the writers of such material are at all familiar with farm conditions, they must realize that on nearly every farm it is just as important to have the belt work done right and done on time in order to place the crop on the market in proper condition as it is to perform any operation in connection with the growing of the crop.

We Have No Pullied Percherons

One of the most important features of the farm tractor, and one which largely accounts for its growing popularity with farmers, is its ability to furnish the power needed to do threshing, ensilage cutting, and the various other belt jobs, some of which are found on practically every farm. In other words, the tractor is an all-round farm power plant while the horse can only be used for tractive effort. This means that the farmer who owns a tractor not only obtains power for his belt work at minimum cost, but has it always at hand and can do his work whenever desired and when conditions are just right without delay or without unnecessary haste. The advantages of this are obvious to every farmer, and on many farms this feature is considered equal to the tractor's value for field work. A farm where no tractor is owned must either possess a stationary engine or hire a custom rig. The former means an investment practically equal to the cost of a tractor but with only half its usefulness. The latter means a cash outlay each year, which will usually pay good interest on the present prices of first-class kerosene tractors.

Considering the question on actual facts, it is apparent that anyone who urges the use of horses to the exclusion of tractors shows a very limited knowledge of practical farm conditions and requirements. On many farms the value of the tractor for belt work alone is sufficient to justify its purchase, and when its value for both field and belt work is taken into

consideration there are very few real farms with average soil and topography where the tractor will not be a profitable investment if given a fair trial.

Harvesting Repair Period Set in Saskatchewan

Mr. E. Oliver, secretary of statistics in the Saskatchewan Department of Agriculture, states that July 1 to July 15 has been set aside as a period during which all farmers of the province should examine their machinery and order whatever repairs may be found necessary from the implement companies. These repairs may be ordered for delivery at a future date, and can be paid for cash on delivery.

This should be done in order to make sure that all necessary repairs are on hand before harvest or threshing begins. Others also will be wanting repairs and by waiting to order until the last moment, somebody will be liable to suffer from delay.

As dealers know, farmers overlook the fact that the time of harvest and threshing is also the time that fruit shipments are coming from the coast, and express companies must give preference to perishable goods, so that machinery repairs are necessarily delayed. By ordering in good time the implement companies will be in a position to ascertain what the special demand will be and can assemble the necessary repairs accordingly.

"The department," says Mr. Oliver, "is very anxious that there should be no hinderance or avoidable handicap this year, now that there is an excellent prospect of a more than average harvest. For instance, there is no reason for a recurrence of the situation of a couple of years ago, when the implement companies were entirely out of binder canvases. Just before harvest orders for canvases poured in from all sides and there was the utmost difficulty in filling them, with the result that many could not begin cutting when the grain was ready, and losses occurred which would have been unnecessary had orders been placed well in advance."

Bosch Branch Managers Attend Conference

A conference of the Branch Managers of the American Bosch Magneto Corporation, was held early in June, at the Corporation's plant at Springfield, Mass. The Branch Managers attending this conference were Charles Shedd of Detroit, George Shortmeier of New York, A. K. Chambers of

Chicago and T. C. Miller of San Francisco—with their assistants. These men were summoned to confer with the executives of the Corporation at Springfield for a discussion of business conditions and plans which should be followed in carrying on the many sales and service activities in the field.

Enters Agency Business

F. W. Hunt, who has been advertising manager for the Massey-Harris Co., Ltd., Toronto, for the past sixteen years, has tendered his resignation, which took effect June 30th. He will open an office at 33 Richmond St. W., Toronto, as an advertising counsel.

Mr. Hunt has had a very wide and varied business experience extending over 30 years, in addition to his long and thorough acquaintance with all forms of advertising. He is very popularly known in advertising circles both in Canada and the U.S., being Vice President of the Toronto Advertising Club, a Director of the Association of Canadian Advertisers, and Vice President of the Direct Mail Advertising Association, an international organization with headquarters at Detroit.

Fire Loss in Saskatchewan

Property to the value of \$3,750,000 went up in smoke in Saskatchewan last year, involving a per capita waste of \$5, according to statistics which have been prepared by Arthur E. Fisher, Fire Commissioner for the province.

The total includes \$722,000 allowance for unreported fires. The remaining \$3,028,000 represents a loss in buildings amounting to \$1,348,322 and contents valued at \$1,679,678. The worst month of the year was September, when property loss amounted to \$458,124, April being a close second with a loss of \$403,475. Here is a good reason why every implement dealer should carry adequate fire insurance on his store and home.

A Big Shipment of Washers

Altorfer Bros., Peoria, Ill., manufacturers of washing machines report that their plant is working to capacity day and night in order to provide washing machines to make up a train-load shipment which will leave early in July. This will be the largest shipment of washing machines in the history of the

trade. It will consist of over 2,000 machines. The destination is Los Angeles, Cal.

Cleveland Tractor Reorganization

In connection with the recent announcement regarding the expansion of the Cleveland Tractor Co., it is shown that the Allyn-Zeder Company will bring back to the automotive industry two members of the Studebaker family who have been prime movers in the reorganization. They are Clement Studebaker, Jr., and his brother, Col. George M. Studebaker. Both formerly were directors of the Studebaker Corporation and they are the controlling factors in the Citizens National Bank of South Bend. Both have other large financial interests. Clement Studebaker will be chairman of the board and his brother vice-president. Rollin H. White, president of The Cleveland Tractor Co. and a director of the Aluminum Manufacturers, Inc., will be president of the new corporation.

The other officers will be R. T. Hodgkins, general sales manager of The Cleveland Tractor Co., vice-president; A. F. Knobloch, works manager of The Cleveland Tractor Co., vice-president and works manager; F. M. Zeder, vice-president and chief engineer; C. D. Fleming, treasurer of The Cleveland Tractor Co., treasurer; E. B. Wilson, formerly sales manager of the Willys Corporation, general motor car sales manager.

The Cleveland Tractor Co. is an Ohio corporation with a capital of \$6,000,000. It has been turning out Cletracs at its plant in Cleveland for the past five years, these tractors being sold all over the United States and Canada.

The balance sheet of the reorganized company, based upon appraisals made this year, shows total net assets of approximately \$10,325,000, of which about half will be available for plant extensions. The productive capacity of the factory will be 50 cars and 50 tractors a day. About \$1,250,000 will be spent in plant extension. Promoters of the organization expect that a production of 12,000 automobiles and 12,000 tractors will be reached in 1923.

Milk of human kindness beats cold cream for wrinkles.

It takes stuff to pull a bluff.

A smile is a tonic; a frown is a disease.

Pep is the soul of progress.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelop. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

W. A. H., Sask.—The "Success" manure spreader is a type manufactured by the John Deere Plow Company. You can obtain repair parts from the Regina branch, John Deere Plow Co.

C. & S., Alta.—Guards M527 and knife head M203 are for a mower made by the Emerson-Brantingham Implement Co., Rockford, Ill. You can get necessary repairs by writing to Anderson-Roe Company, Calgary, Alta.

S. G. J. & Son., Alta.—There is a make of separator known as the "Premier" but not a No. 9 machine of this make. We are asking the manufacturers, the R. A. Lister Co. of Canada, to forward you their repair list for the Premier line. From it you can identify the rings required.

E. G. S., Sask.—Plow wheel boxing HX 31 R is for a plow made by the Moline Plow Company, Moline, Ill. You can get the part from the John Watson Manfg. Company, 311 Chambers St., Winnipeg.

E. & W., Sask.—Harrow cart with wheel holder marked F479 and F480 is for a cart manufactured by the John Deere Plow Company. You can obtain repairs from the Regina branch of the company.

A. E. D., Sask.—The "Springfield" grinder is made by Bauer Bros. Co.,

Springfield, Ohio. You will have to write the factory direct for parts.

G. A. S., Sask.—Repairs for a Moline gang plow can only be had from the John Watson Manfg. Co., 311 Chambers St., Winnipeg.

J. H. H., Sask.—The "Sterling" disc harrow is manufactured by the Sterling Mfg. Company, Sterling, Ill. No repairs are carried in Canada. Write the factory direct for parts.

T. L., Alta.—We regret that we cannot locate the makers of a wire stretcher and splicer with "N & F. Whitsett" on handle. None of the hardware jobbers have heard of this tool. Can any reader identify it.

H. G., Man.—Parts for "Wilkinson" plows can only be had from the manufacturers, the Bateman-Wilkinson Plow Co., Toronto. No repairs are carried in the West.

J. M., Man.—This reader requires parts for a drill, same being H10, H22, H20 and H19. Can any subscriber tell what make of drill this is?

J. T. H., Alta.—You cannot obtain parts for the "Bulldog" stationary engine in Western Canada. Write direct to the makers, Bates & Edmonds Motor Co., Lansing, Mich., U. S. A.

D. McCa., Sask.—Repairs for a Judson engine may be had from the Manitoba Jobbing Co., 921 Main St., Winnipeg. They have a limited supply and have the parts required.

T. L., Alta.—You cannot get repairs for the "Hercules" breaking plow in Western Canada. Write direct to the makers, the J. I. Case Plow Works, Racine, Wis.

A. A., Sask.—The company making the Flying Merkel Motorcycle failed some time ago. It was handled by the Dominion Cycle Co., Winnipeg. The only repair source is the Miami Cycle Manfg. Co., Middletown, Iowa, who will be able to supply parts. It is also possible that the Auto Wrecking have the parts required.

THE SAWYER-MASSEY COMPANY, LIMITED

ANNOUNCES WITH REGRET

THE DEATH OF ITS PRESIDENT

MR. ROBERT HARMER

AT HIS HOME, CONNAUGHT CIRCLE

TORONTO, ONTARIO

ON MONDAY, TWENTY-SIXTH OF JUNE

ONE THOUSAND NINE HUNDRED

AND TWENTY-TWO

Mc. I. & B., Sask.—You can get a bull pinion for counter-shaft, drive side, of an American-Abell steam engine from the Advance-Rumely Thresher Co., Winnipeg.

J. G., Sask.—After considerable searching we have located the maker of the crusher. Part G164 is from a very old type of Kelly-Duplex mill. All their mill castings have the letter "G" prefixed. For part write the Duplex Mill & Manfg. Co., Springfield, Ohio.

O. W., Sask.—Part D57 is for a Windsor disc harrow as made by the Frost & Wood Co., Smith Falls, Ont. The Winnipeg branch of the Cockshutt Plow Co. can supply this repair.

J. & O., Sask.—Part H22 is a gang box for a disc harrow made by the La Crosse Plow Co., La Crosse, Wis. You can get repair from the machinery dept. of the United Grain Growers, Winnipeg.

A. D. C., Alta.—The leading manufacturers of windmills in Canada and the United States are—Canada:—Goold & Shapley & Muir Co., Brantford, Ont.; Ontario Wind Engine & Pump Co., Toronto; Woodstock Wind Motor Co., Woodstock, Ont.; Medicine Hat Pump & Brass Works, Medicine Hat, Alta.; Canadian Fairbanks-Morse Co., Winnipeg. In the United States:—Aermotor Co., Chicago; Appleton Mfg. Co., Batavia, N. Y.; The Challenge Co., Batavia, N. Y.; Dempster Mill Manfg. Co., Beatrice, Neb.; Freeman Mill Manfg. Co., Racine, Wis.; Stover Engine and Manfg. Co., Freeport, Ill.; Perkins Corporation, Mishawaka, Ind.; Duplex Manfg. Co., Superior, Wis.

J. M. & Son., Man.—The Buffalo-Pitts separator is not sold in the Canadian West, and no repairs are carried in this territory. For supply of the parts needed we advise you to write to the Buffalo-Pitts Company, Buffalo, N. Y.

A. D. S., B. C.—The Adams Wagon Company have not a factory branch in the Canadian West. Their wagons are distributed by the Cockshutt Plow Company. You can get the necessary parts from the Calgary branch of the Cockshutt organization.

E. S. S., Man.—We regret that we cannot identify the grain drill with parts marked H10, H20 etc. Can you supply either the trade name of the drill or the name of maker?

J. T. W., Alta.—We have no record of a hay fork known as the "Dixon". Is there a chance that this fork is the Dixie?

W. A. H., Sask.—Repairs for the Success manure spreader can be had from the nearest branch John Deere Plow Co.

G. W. A., Alta.—A set of piston rings for a 1 3/4 h. p. "Jumbo" engine can be had from the Anderson-Roe Company, Winnipeg.

J. & Co., Sask.—H23 is part of a disc harrow manufactured by the La Crosse Plow Company, La Crosse, Wis. You can obtain repairs from the United Grain Growers, Winnipeg.

Bloom Sales Manager for Hart-Parr

L. H. Bloom, who has been assistant sales manager for the Hart-Parr Company, Charles City, for the past two years, has been appointed to the position of Sales Manager to fill the vacancy caused by the resignation of W. S. Fredrickson, who has held that position for the past five years.

Mr. Bloom is well qualified to handle the Hart-Parr sales organization. He grew up in the tractor and implement business, having seen field and branch service in many parts of the country. Since coming to the Hart-Parr Company, seven years ago, he has handled Sales Supervision work both at the factory and in the field, and is thoroughly conversant with all the details of Tractor sales work.

Mr. W. S. Fredrickson, who resigned from the Hart-Parr Company about May 1st, has been with them for the past eight years. For the first three years of that period he was Director of Sales for the Company in Iowa. Five years ago he was promoted to the position of General Sales Manager and has handled that position with credit ever since.

Cletrac Motor Powers Atlas Locomotive

A new and unique use for a tractor power plant is illustrated in a new light industrial locomotive just announced by The Atlas Car & Manufacturing Co. of Cleveland. The Model F Cletrac made by The Cleveland Tractor Co. minus its side frames, tracks, seat and steering wheel is set bodily into the study frame, giving an unusually light, inexpensive and yet powerful industrial locomotive. For road construction, industrial railways and general plant hauling this combined Cletrac-Atlas locomotive has already given excellent service.

TALK SUNFLOWER SILAGE AND SELL

TORONTO SILOS

Sunflowers are now extensively grown for Silage throughout the West. Many of your customers will be interested in this profit maker. *Everyone is a prospect for a Toronto Silos.*

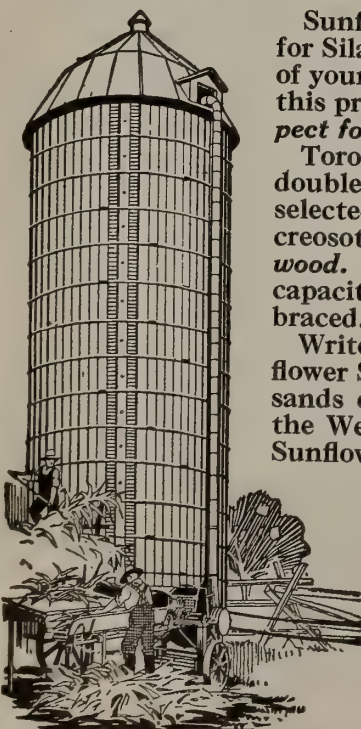
Toronto Silos are made of wood, double-tongued and grooved staves, of selected spruce—impregnated with creosote. Silage juices do not affect wood. Special Hip Roof gives 15% extra capacity. Sturdily built—Strongly braced.

Write today for literature on Sunflower Silage and Toronto Silos. Thousands of Silos will be sold throughout the West this year. Be able to talk Sunflower Silage to your customers—

get your share of this profitable business by sending for our attractive dealer proposition today.

Ontario Wind Engine & Pump Co. (Western Branch), Ltd.

Winnipeg Regina Calgary
Eastern Offices: Toronto and Montreal

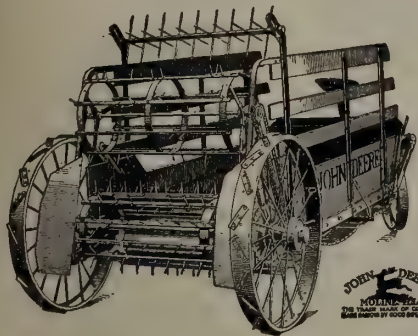


ONTARIO WIND ENGINE & PUMP CO. LIMITED
TORONTO

JOHN DEERE NEW FACTS AND NEW MACHINERY FOR 1922

JOHN DEERE MANURE SPREADER WITH STRAW-SPREADING ATTACHMENT

The Spreader With The Beater On The Axle



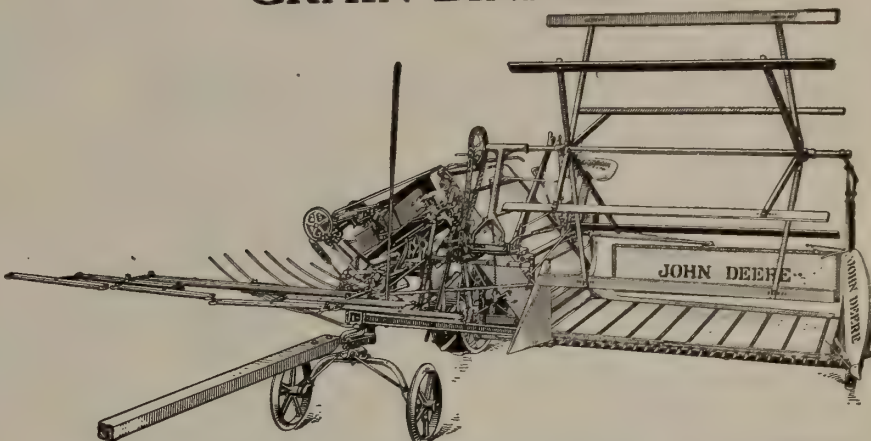
The finest of all manure spreaders. Low-down—easy to load—easy draft, giving perfectly uniform distribution.

One man working a John Deere spreader will easily adjust or take off in 30 minutes the straw-spreading attachment which is an indispensable to every farmer

of light soil territory who has to contend with soil drifting.

The beater is driven from right hand rear wheel by means of sprockets and a heavy chain. A compression spring on the mounting arm relieves the starting strain and prevents breakage. Windshields keep the straw from blowing on a windy day.

JOHN DEERE LIGHT DRAFT GRAIN BINDER

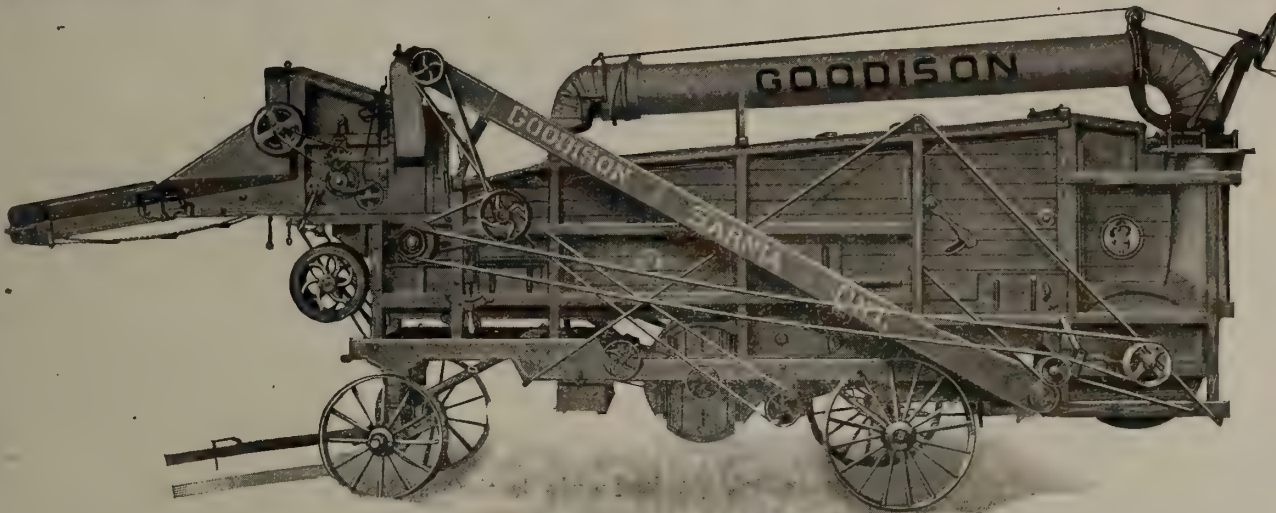


If you want to find a lasting place in the confidence of your neighbors—try the effect of selling them a John Deere Binder. No machine working on the grain fields has more perfect alignment of every part than this world-famed binder. The lightest and strongest it is possible to make a binder. Quality is seen in the smallest detail.

Stronger platform than usual, and binder deck is of great capacity to prevent choking when harvesting heavy straw. You could not handle a more reliable machine or one that so completely guarantees satisfaction.

GOODISON GRAIN-SAVING THRESHER

Provided with gearless stacker and Heineke self-feeder. No threshing outfit operating can show such remarkable results in the definite saving of grain. Made in Canada by skilled Canadian threshing engineers who know the needs of Western Canada.

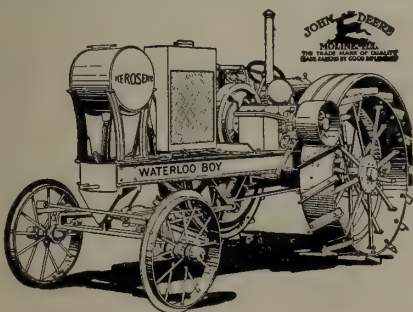


The cylinder is perfectly balanced—all pulleys and straw-decks are perfectly balanced—in fact, it is the most perfectly balanced machine you can handle. The Goodison Thresher has a long and unbroken record of delighted farmers who have used it for many years.

This distinctly all-Canadian Thresher has no superior anywhere for quality of material, or workmanship. Finer quality than is used in the "Goodison" is not obtainable. The name "Goodison" is a complete guarantee of satisfaction. It is an easy seller with a big margin. The Goodison

tooth gets all the grain without cracking. The extra-large concave and grate surface is a self-evident assurance of maximum separation. Get full details of the Goodison before you commit yourself to any other threshing outfit.

EVERY-MAN'S TRACTOR-PLOWING OUTFIT



Especially with the BIG CUT IN PRICE from 1921, you will not do better if so well in marketing any other machine or combination of farming equipment than THE FAMOUS WATERLOO BOY with its companion The John Deere 3-furrow No. 5 Gang Plow.

Many new features are in the new (1922) models of both—particularly the ingenious, easily adjusted and perfectly efficient WATER-STRAINER with cleaning compound for keeping the radiator absolutely clean and free from all clogging sediments.

Let us send you new drawings and full particulars.

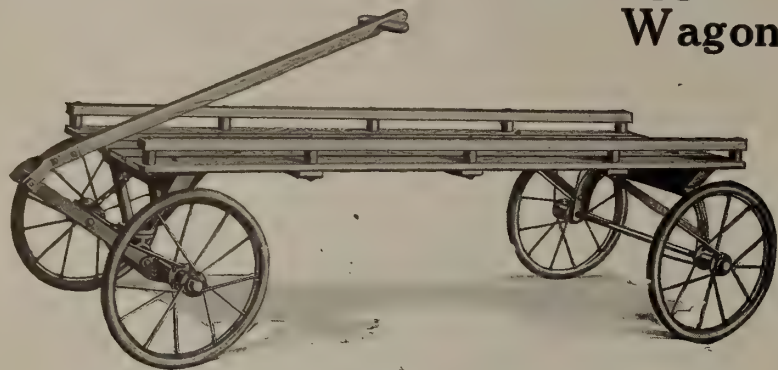
Waterloo Boy is a 12-25 h.p. Tractor. It usually exceeds but never falls short of its rated tractive power.



JOHN DEERE PLOW COMPANY LTD.

Winnipeg Regina Saskatoon Calgary Edmonton Lethbridge

The Latest Addition to the "BULL DOG"
Line—and a Fast Seller for You
**The Twin City Summer Toboggan
Wagon**



Steel Wheel, Disc Wheel, Rubber Tire

Built like a toboggan—48 inches long. Width, 14 inches. Gears are open-hearth steel. Steel wheels, 11 x 3/4 inches, with pressed steel hubs and tangent spokes. Reinforced axles. Shipped one in carton. Weight 38 lbs.

Why not add to your profits by selling our Wagons? Wherever shown the boys want them.

We can ship them with your order for "BULL DOG" Fanning Mills.

A Profit-Maker—Get our Prices

THE TWIN CITY SEPARATOR CO., Ltd.
QUELCH STREET - - - WINNIPEG, MAN.

Schedule for Canadian Farm Implements
Only \$1.00 per Year

CUSHMAN BINDER ENGINES
Save a Team on the Binder and
Save the Crop



4 H. P.
The
Original
and
success-
ful
Binder
Engine

Engine weighs only 190
pounds. Balanced by water
cooling tank on front

SAVES GRAIN
SAVES TIME
SAVES THE BINDER

The 4 h.p. Cushman is also the best all-purpose farm engine you can sell. It has held the lead for 15 years as America's foremost farm power engine. Does all regular jobs, and may be attached to rear of binder, as shown, saving a team and saving the crop during a wet harvest. The farmer cuts a wet field without trouble. Positive action given on wet, sodden, levelled or tangled grain. In hot weather it lightens draft for the horses.

SPECIAL BINDER ATTACHMENT OFFER

For the next 30 days only we will furnish Binder Attachment FREE with introductory engine orders. Get our attractive sales terms on Cushman Engines.

LINCOLN 24x46-IN. SEPARATORS

We have a limited number of 24x46 Lincoln Separators at Special Prices, with usual Dealers Commissions. Get details. You can sell at our quotations.

GET A CUSHMAN ENGINE ON YOUR FLOOR

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work
DEPT. CF, WHITE AVE. AND VINE ST. WINNIPEG, MAN.

Repairs Price List Issued

We have received a copy from D. Ackland & Son, Ltd., Winnipeg of their No. 6 Price List, covering their full line of implement repair parts. This sixteen page list covers very completely the company's lines of binder and mower guards, guard plates, knife heads, knives pitmans, sections, etc. Further items listed are canvases, slats, drive chains, reel arms, reel fans, sickles, etc.

A section deals with Sandoval rolling coulters and shows the variety in size of this line which runs from 13 to 18 inch diameter. The Sandoval cone bearing screw hub is also described and illustrated. D. Ackland & Son are now issuing this new price list to their dealers.

In Selling the Small Thresher

The dealer making the sale must use good judgment if he is to retain the friendship of the purchaser of a small thresher. There are many chances for errors to spring up which will lose the goodwill of the man purchasing a small machine to the dealer. In the first place, care should be used not to sell a machine too large for the tractor which the farmer owns. This will result in a most unsatisfactory sale and cause trouble unending, and the utmost care should be used to see that the rig is properly balanced.

Many a dealer has quit the threshing machine business in disgust when the entire trouble could be traced to his ignorance and inexperience in making the sale. Until this experience is acquired, the factory should be consulted and their affirmative opinion as to the proper size given before the machine is delivered.

Implement Dealer Held Customers' Convention

An implement firm in Herkmer, Kansas, recently held its fourth customers' convention. They have been located in this town only a short time, holding previous conventions at Bremen, Kan.

Due to unfavorable weather conditions and other causes they were unable to hold the Bremen affair, and not desiring to pass up the plan this year decided to hold the "convention" here, where they have been engaged in business since March 15, 1921. The program, made up of addresses, band music, and a motion picture show, including educational films furnished by the International Harvester Co. and the Western Electric Power & Light Co., attracted a large attendance.

British Firm Makes Steel Combination Thresher

The "Marshall" steel-finishing thresher (class "S.M.") made by Messrs. Marshall, Sons & Co., Ltd., Gainsborough, England, represents the newest attempt to provide for use with an internal-combustion engine tractor a light machine of high capacity. This thresher, while possessing every mechanical feature of the British standard wooden-frame types, and having a capacity of 700 to 830 bushels of wheat per ten-hour day, weighs only about 7840 lbs. and requires a power drive below that of the usual standard of machine with a lower output.

Rights Real and Otherwise

The merchant who considered the extra price obtained for merchandise on a rising market as a fixed and determined profit and dissipated such funds in dividends or allowed them to be used up in unwarranted expansion of stocks or equipment, has learned by the painful experience of the past two years that such profits were not actual and real. He was totally unprepared to continue the policy of selling goods on a replacement basis during the time of severe declines, and, to save himself, was forced to abandon this policy and squeeze every possible dollar out of the goods on his shelves with utter disregard for replacement cost. On the other hand, the merchant who recognized that the extra surplus of large so-called profits accumulated during rising markets could be considered nothing more than a special reserve against which he could draw when the inevitable decline occurred, was able to continue his policy and immediately reflect in his retail price the declining replacement cost of merchandise. If he were sufficiently far-sighted, he kept this reserve in most liquid form, so that it was quickly available when needed.

The Hart Stooker

R. J. McCann, of the Hart Stooker Co., Edmonton, states that the automatic grain stooker patented by the firm is being further improved to make it fool proof, and it is hoped to have the machine on the market shortly. Advance orders for 6,000 stookers are already booked, he states. The Hart stooker works in connection with the binder, cutting and stooking being done simultaneously with the same power.



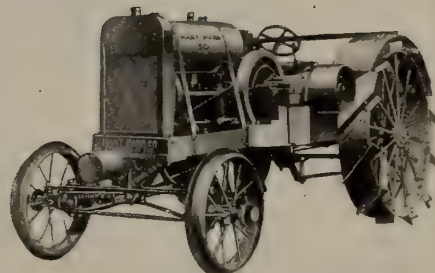
CUT NEARLY ONE-THIRD

HART-PARR "30"

NOW \$1250

The rush is on—our announcement of a \$600 cut in price on the Hart-Parr "30" certainly created a real sensation in the tractor world. Hundreds of farmers who have been waiting for just this opportunity fairly flooded dealers with orders. The extraordinary value of the Hart-Parr "30" is so well-known that the price reduction announcement more than tripled sales within a week. It is only what we expected. The Hart-Parr "30" priced at \$1250, gives the Canadian farmer the cheapest power in the world.

F.O.B. WINNIPEG



Remember, the new price is on the same identical tractor, with many improvements, that has so often won the leading power and economy tests throughout the country.

Our New Contract Assures Your Profits

It gives sufficient territory, to secure volume sales, which means worth-while profit; it provides substantial sales and advertising co-operation. The Hart-Parr dealer has a tractor without a peer, priced at a figure which outdistances all competition. There is still some choice territory open. If you want to get in on a good thing, write or wire today for our money making proposition.

—Distributed in Canada by—

Hart-Parr Company, Branch, Regina, Sask.
John Goodison Thresher Co., Sarnia, Ont.
United Engines & Threshers, Calgary, Alta.
Barney Baker Company, Ltd., Regina, Sask.

Barney Baker Company, Ltd., Winnipeg, Man.
SUB-DISTRIBUTOR, SALES AND SERVICE
F. N. McDonald & Co., Ltd., 156 Princess St., Winnipeg, Manitoba.

HART-PARR COMPANY

Founders of the Tractor Industry

527 Lawler Street

Charles City, Iowa



Our advertising to the farmer, now appearing in leading farm papers, is producing splendid results. Our dealers get the benefit of the advertising through the many live, workable leads we give them.



Many of the old Hart-Parrs that plowed the virgin prairies of the Northwest are still in use today. The great grand-daddy of all Tractors was old Hart-Parr No. 1, built in 1901.

Business Changes—Personal Items

Roy Robertson is the name of a new dealer at Beatty.

Geo. Herr is a new implement dealer at Stanmore.

G. Sigurdson has opened a harness business at Ashern.

D. Kennedy is the name of a new dealer at Drake.

The St. Norbert Garage is commencing in St. Norbert.

H. Johnston has opened an auto repair business at Benalto.

Radiators Limited is the name of a new company at Calgary.

Choate & Larson is the name of two dealers who are now in the business at Red Deer.

Partnership is registered in the Watson Machine Co., at Watson, Sask.

Lewis & Scott, implement dealers at Ridgedale, are succeeded by Lewis & Ennist.

E. K. Ruston has taken a partner into his automobile business at Graysville.

John Kilcoyn has commenced an implement business and garage at Maidstone.

R. C. Roberts suffered fire loss in his automobile business at Pense recently.

Thos. Lee, of T. Lee & Co., harness dealers in Brandon, died recently.

Bell & Keefer have commenced in the car and accessory business in Dauphin.

Robert Smith has sold his auto accessory business at Dauphin to Ernest Smart.

Thompson & Jones have opened an automobile repair shop in Vancouver.

Dominion Pistons Limited, is the name of a piston manufac-

turing concern that started recently at Vancouver.

It is reported that the property of R. J. Wood, implement dealer at Arborg, has been sold.

K. R. Finlayson is now operating an automobile and garage concern at Sicamous.

L. W. Roseborough is the proprietor of a new automobile and garage business at Birtle.

W. G. Boyle is now operating an automobile business in Strongfield.

R. F. Wright has opened an oil station and auto supply concern at Bowden.

D. W. Wilson is the name of a new implement dealer doing business in the village of Clive.

Chas. Christian had considerable fire loss in his harness business at Armstrong recently.

W. E. Doupe & Co. is the name of a new firm of dealers

who have started business at Fort. Frances.

Provincial Motors have been incorporated at Vancouver to handle cars in that city.

The Western Vulcanizers have commenced business at Yorkton.

Partnership is registered in the Expert Auto Top Co., Regina.

W. Bridge has commenced in the harness business at Quill Lake.

G. H. Merrick has moved his automobile business from Vanguard to Aneroid.

The Lanigan Garage Ltd., has opened for business in the town of Lanigan.

Parnell & Cook have commenced in the storage battery station business at Lucky Lake.

D. Creswell is the owner of a new automobile concern at Morris.

W. H. Morton is now operating a new garage and car business at Sinclair.

Partnership is registered in the Top Separator Co., which is located in Winnipeg.

R. Bouvier is the owner of a new harness store at Gravelbourg.

The Expert Auto Top Makers, repairers and upholsterers, have opened for business in Regina.

The Farmers' Oil Co. of Rouleau, has opened a branch business at Wilcox.

Sokvitne Bros. have commenced in the auto repair business at Cluny.

A. A. Thomson, Editor of Canadian Farm Implements, left July 1st, for a visit to his old home in Scotland.

Harry Cochrane, implement dealer at Carlyle, has taken J. F. McCrae as a partner in the business.

L. Bradley had fire loss the latter part of June in his automobile and garage business at High River.

A report states that the Yorkton Auto Top Co. have moved to Regina, where they will locate.

E. V. Creesman has sold out his automobile business at Grande Prairie to McCready & Wilson.

The Canadian Machine & Boiler Works have opened for business at 130 Lombard St., Winnipeg.

It is reported by a commercial agency that the Empire Motor Co., Garage owners at Yorkton, contemplate selling out.

Delapuis & Faucere, auto dealers at Notre Dame de Lourdes, have dissolved partnership. M. Delaquais will continue the business.

"Waterloo" Champion Separators Leaders in Fast, Clean, Thorough Work

A Size for Every Farm
20x36, 24x36, 24x42, 28x42,
32x52, 36x56, 40x62

The farmer needs every bushel from his crop this year. "Waterloo" Champion Separators thresh clean and save all the grain. With great capacity, the reputation of our line for good work is unequalled. Its record assures easy sales and satisfied owners. Equipped complete with Wind Stacker, Feeder, Wagon Loader and Register. Now is the time to get after your prospects. Send us their names.

SEE OUR LINE AT THE FAIRS

We will be glad to have you visit our Exhibit at the leading Fairs at Calgary, Edmonton, Saskatoon, Brandon and Regina. Our complete line includes:—Kerosene and Gasoline Tractors, Plows, Discs, Portable and Traction Steam Engines, Separators, Wind Stackers, etc.

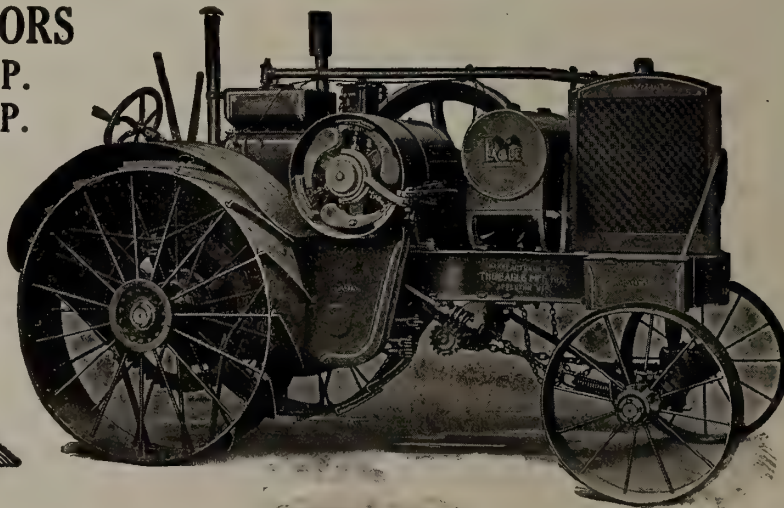
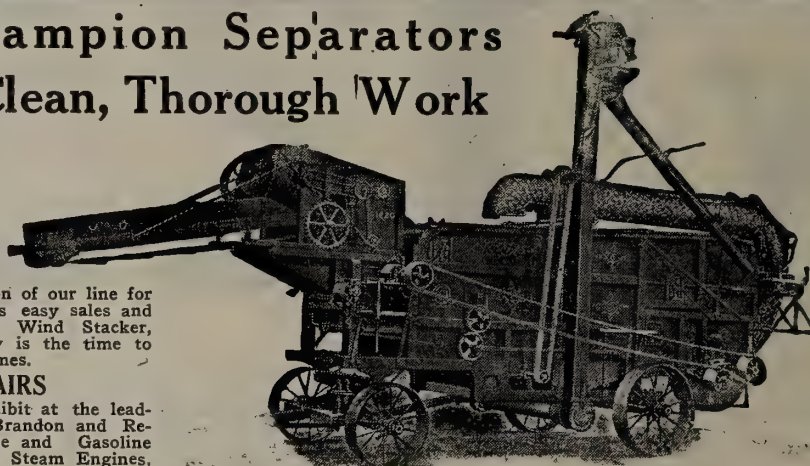


TRACTORS

12-22 H.P.

16-30 H.P.

The simplest tractor built, and a real investment for your customers. Note the large, wide-faced belt pulley—in the correct position. Develops smooth, steady power for threshing. Horizontal, twin cyl., valve-in-head, heavy duty motors. 12-22 is 7 x 8 inches; 16-30 is 8 x 8 inches. Use gasoline or kerosene. Get details of the Eagle.



HEIDER TRACTORS 12-20 and 9-16 H.P.

Have over 14 years' actual field work behind them. No gears to strip—15 to 20 per cent. fewer parts. Seven speeds, forward or reverse, all on one motor speed, with one lever. Our 1922 prices will interest you.

We also handle Rock Island Tractor Plows and Discs.

The Waterloo Manufacturing Company, Ltd.

Portage La Prairie
Regina

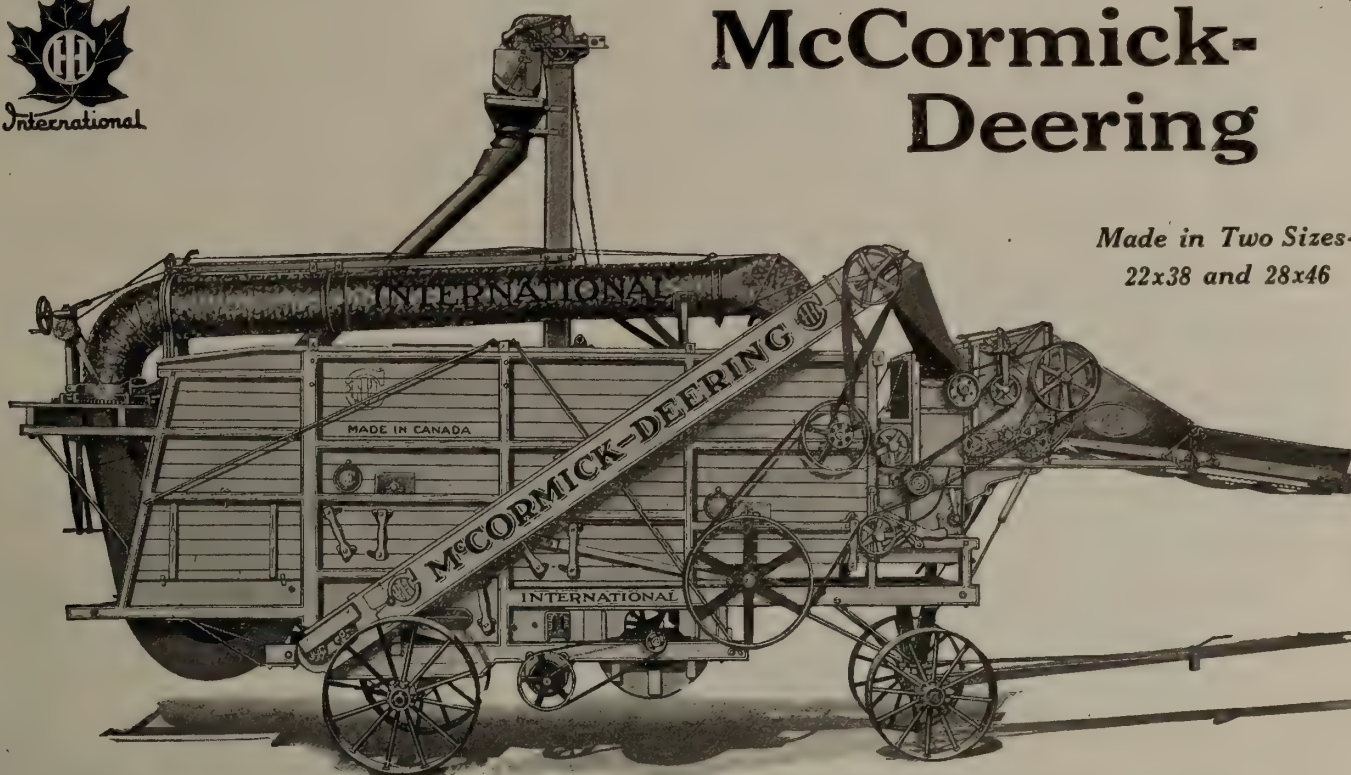
Winnipeg
Saskatoon

CATALOGUES SENT ON REQUEST



McCormick-Deering

Made in Two Sizes-
22x38 and 28x46



Cash in on a Few Thresher Sales

MANY of the tractors in your community will be idle during threshing season unless you go out now and sell the owners McCormick-Deering Threshers. Every tractor owner who has a thresher can thresh his own grain on time, and then help pay for his outfit by threshing for a few of his neighbors. A thresher is a paying proposition for the farmer, and its sale will pay you a good profit.

Farmers like the McCormick-Deering because, first of all, it gets all the grain. It is quickly adjustable for threshing all grains and handles light

or heavy straw equally well. The separating device is the result of long experience and turns out clean grain without waste. The highest grade of material, expertly assembled with accurately fitted self-aligning bearings, assures long life and low repair expense.

The Titan 10-20 is equally well known among farmers, and is a very satisfactory machine to sell with the McCormick-Deering Thresher. In this outfit you have a complete rig that can't be beat. Why not go out and tell the farmers about it?

INTERNATIONAL HARVESTER COMPANY OF CANADA LTD. HAMILTON CANADA

WESTERN BRANCHES - BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA.,
ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.
EASTERN BRANCHES - HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST. JOHN, N. B.



C. P. Cohoe has taken a partner into his automobile business at Pilot Mound. The firm now operate as Cohoe & Hicks.

The Standard Sheet Metal and Roofing Works is the name of a new manufacturing plant recently opened at Vancouver.

Dubray & Viens is the name of a firm that has commenced in the car and farm equipment business at Duck Lake.

The North Star Drilling Co., Ltd., which formerly operated in Regina, has been struck off the register of companies.

W. L. Steel, implement dealer and lumber merchant at Ponoka, has discontinued business in that town.

L. Gudmundson suffered heavy fire loss in his harness business at Arborg recently. He carried no insurance.

C. J. McMillan has started in the implement and tractor business in Roblin, where he has bought out R. S. Van Camp.

Lawson & Hammond, automobile dealers at Hamiota, have dissolved partnership. Mr. Lawson will continue the business.

It is reported that the Breen Motor Co. of Winnipeg will establish a branch in Regina, from which they will handle their line of cars and batteries.

The Bearings Service Co., 327 St. Mary's Ave., Winnipeg, have been granted a Manitoba license. They distribute Hyatt, Timken and New Departure Bearings.

G. F. Stephens & Co., the well-known oil firm, suffered considerable fire loss in their premises at Edmonton early in the month.

The Saskatchewan Bridge & Iron Co., Moose Jaw, has been struck off the register of the Saskatchewan companies, as has the Plowman Tractor Co. of Canada, Regina.

Barney Baker Co. Ltd., has commenced operations in Regina and Winnipeg. They will handle Hart-Parr tractors and other lines of power farming equipment.

J. R. Highet, auto dealer at Oak River has taken a partner into the business which now operates as Highet & Duncan. The firm has also taken over the implement business in this town which was formerly operated by W. B. Young.

Automobile Industry in U.S. Shows Big Business

In 1921 there were 10,448,632 automobiles and auto trucks registered in the United States, a gain of 13% over 1920. In 1921 the production of passenger cars was 1,514,000 and of trucks 154,

154—a decrease of 24% as compared with the previous year. The value of the 1921 output of cars and trucks was \$1,260,000,000 according to data compiled by the National Automobile Chamber of Commerce. Other interesting figures in connection with the industry are:

Value of parts of accessories turned out last year, \$469,710,000. Tire replacement value, \$542,358,

420. Gasoline produced, 5,153,549,318 gallons. Gasoline consumed 4,516,012,979 gallons. Tire casing production in 1921 was 27,275,000. It is estimated that there are now 13,452 dealers in cars, 43,582 garages and 57,397 repair shops in the United States.

Capital invested in the U.S. automobile industry aggregates \$1,423,500,000, with over 186,000

employees having an annual salary bill of \$299,098,800.

Of the trucks manufactured 79,844 were of the one-ton capacity, and 33,809 were three-quarter ton or less. The car and truck industry used 1,464,000 tons of iron and steel and 43,250,000 lbs. of aluminum last year. The farmers in the United States now operate 2,850,000 motor cars and over 150,000 motor trucks.



If you are already handling Imperial Polarine Motor Oils (as you probably are) you can increase your sales by marking your store with suitable signs and by arranging proper displays to let the automobile, truck and tractor owners in your territory know that you sell these high grade lubricants.

Don't forget to hang up the Imperial Chart of Recommendations in a prominent place. It is important that you show every owner that you are equipped to sell him the proper grade of Imperial Polarine Oils for his different motor units.

More and more engine owners are turning to Imperial Polarine Motor Oils every day. Advertising now running in all of the leading papers will augment the demand this year. Hang out the Imperial Polarine sign and you can cash in on this demand.

Our salesman will gladly see that you are supplied with signs, charts and the other equipment needed to make your store "lubrication headquarters" in your district. Take it up with him the next time he calls.

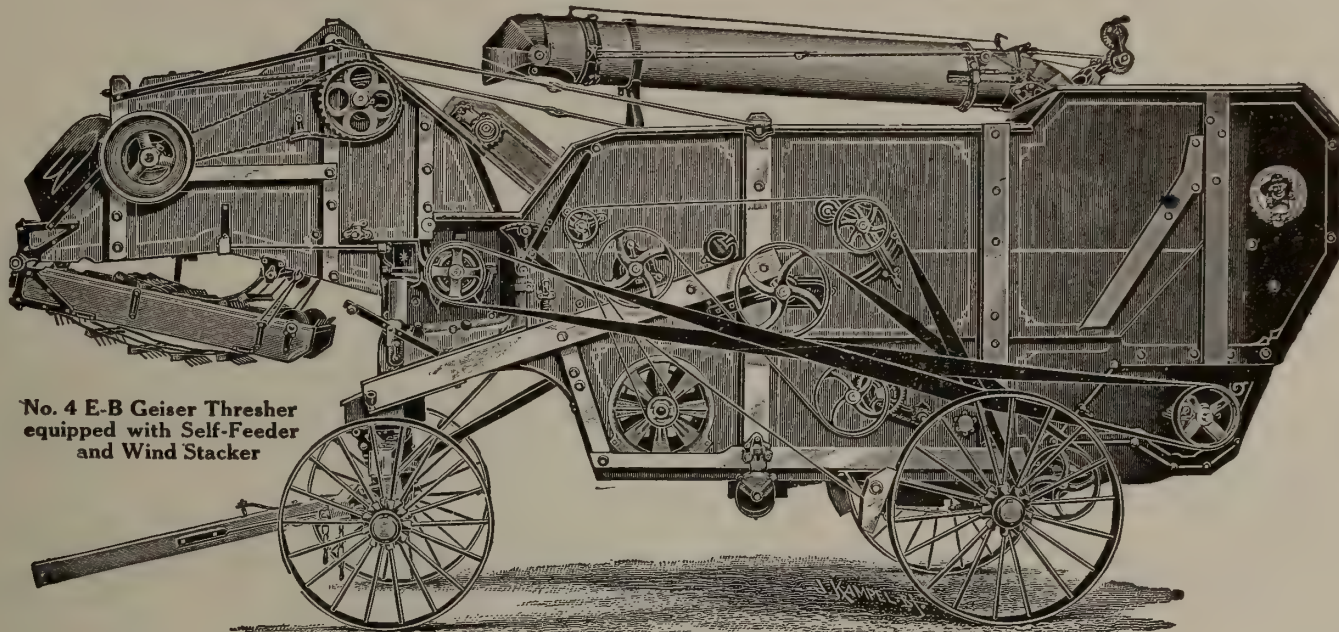
Sell The Five Grades

- IMPERIAL POLARINE OIL
(Light Medium Body)
- IMPERIAL POLARINE
MEDIUM OIL
(Medium Heavy Body)
- IMPERIAL POLARINE
HEAVY OIL
(Heavy Body)
- IMPERIAL POLARINE
SPECIAL HEAVY OIL
(Special Heavy Body)
- IMPERIAL POLARINE
EXTRA HEAVY OIL
(Extra Heavy Body)

IMPERIAL OIL LIMITED

Manufacturers and Marketers of Imperial
Polarine Motor Oils and Marketers in
Canada of Gargoyle Mobiloil

A Clean, Economical Small Thresher that Any Man Can Operate



No. 4 E-B Geiser Thresher
equipped with Self-Feeder
and Wind Stacker

FOR individual and neighborhood use, farmers want a compact, efficient thresher that is easy to operate and capable of handling big jobs without delay.

E-B Geiser Threshers were designed and built for just such kind of work, and thousands of farmers depend upon them to do their threshing each year. Wherever these threshers are used they establish a record for grain saving and clean work.

Much of the popularity of E-B Geiser Threshers is due to their simplicity and durability. Their sieveless grain cleaning device has proved that the most efficient cleaning can be accomplished without troublesome sieves.

It will pay you to investigate the E-B Geiser for use with small tractors in your locality. Every tractor owner is a small thresher prospect and an E-B Geiser is sure to satisfy him. We will gladly furnish further information.

Canton, Ill.

Gentlemen—With reference to the No. 4 E-B Geiser Thresher which I purchased from your dealer, I wish to say that this separator pleased me to the greatest possible extent.

I have threshed as high as 504 bushels of wheat in less than 6 hours, and as high as 1,600 bushels of oats in a day. During the three years I used this thresher it gave me practically no trouble. Elevator men claim that the grain which came from the E-B Geiser was the cleanest grain which came from any separator in the vicinity.

I also want to say that you cannot beat the E-B Geiser Thresher in saving grain. Another thing I found out about it was that it is very easily operated. After a man has the machine once explained to him it is no trouble to keep it working to the best advantage at all times. If I were to buy another machine it certainly would be a No. 4 E-B Geiser Thresher.

You can give my name to anyone you care to and I will be glad to tell them what I think of this separator.

(Signed) J. W. BOBZIN.

Emerson-Brantingham Implement Co.

INCORPORATED

Established 1852

Rockford, Illinois



A Complete Line of Farm Machinery Manufactured and Guaranteed by One Company

Canadian Distributors

ANDERSON-ROE Co., Ltd.

Winnipeg

Regina

Calgary

Farm Wagons Will Sell

There are possibilities for farm wagons among the vehicle dealers who do not of necessity carry a line of farm equipment. The pan is one that should be adopted in order that this idea may be made of value and be of the wide-awake kind. Your stock should be large and selected, with enough care to insure the prospect being enabled to make a choice with satisfaction, says "The Spokesman". The idea that can be entertained by many of the horse-drawn vehicle men in this connection is that if a sale for another line can be added to the regular list, it is well to be in a position to meet this demand.

The farmer is a man who does not of necessity buy simply to be spending his cash. He looks well before he makes an investment, and his past experiences with the wagon has been such and of so many years standing as to insure his continued admiration for it. Of course he has every reason in the world to do so. The farm wagon is a part of the equipment of the farm that cannot be dispensed

with, at least where the farm is even of ordinary size. But the farmer wants to be given a type of vehicle that will be worthy his investment. Take note of that and see wherein you to the farmer trade you can do can meet his requirements.

In making this special appeal something worth while. As a rule the dealer who caters to the horse-drawn vehicle trade will be apt to make many sales to the farmer trade. With the exception of the demand for light and heavy delivery vehicles, the farmer is likely to become the best customer for the man who sells these lines. If he does not carry a line of farm wagons he is very certainly losing sight of an opportunity that can be made of practical moment. Therefore he who passes this by as of little value will find that he is losing sales that often lead to an even larger number of prospects, and that will otherwise stamp him as a dealer who is to be passed up.

One of the principle advantages in a line of farm wagons in stock is that in this way you can make a very strong appeal to all kinds of customers. If

you presume that the implement store, or the hardware store is the place where these vehicles can and should be found, you are making that kind of error that will hurt you in many ways. The farm wagon is just as much a part of your stock and just as desirable to handle as many other lines, and the trade should not be permitted an opportunity to overlook you on this account.

The improved condition with the farmer trade is one other reason why you should handle farm wagons. The indications are that there will be a much better demand for all kinds of equipment by the farmer in the coming months, and therefore the time to prepare for this improved demand is now. Be sure that your stock is complete, and if your stock does not include farm wagons then add a line and be ready to meet all kinds of trade in the future.

The Tractor in Road Work

The tractor is rapidly finding a large field of usefulness and opportunity in road maintenance and organized road patrol. Maintenance includes improvement and upkeep; in fact, all road work with the exception of new highway construction. The tractor is ideally adapted for dragging, as a long stretch of road can be covered in a short time and at a greatly reduced cost. Any road machine pulled by a tractor does a more efficient quality of work than when horses or mules are used.

No matter what the nature of the road may be, some system of maintenance is necessary to keep it passable at all times. Maintenance is necessary to preserve good roads, and is even more essential in keeping poor roads in a serviceable condition. Occasionally there are communities with new roads which have not yet learned the lesson of proper maintenance, but they soon find that systematic upkeep is cheaper than intermittent repairing. Permitting a road to deteriorate until extreme measures are necessary is a very excessive procedure.

Poorly kept roads return no dividend upon the original investment. But systematic attention keeps the original investment whole, and returns regular dividends in service. Economical maintenance requires the same care, the same experience, the same specialization as construction.

Of importance to the tractor dealer is the fact that he is fast being recognized as the proper

selling channel for tractors and other road building and maintenance equipment. In the earlier days of highway building, manufacturers preferred to deal direct with the buyers, but the present volume necessitates closer local representation. Not only are the tractor manufacturers appreciating more fully the importance of the dealer, but the companies which manufacture other road-building equipment are being compelled by changing conditions to find local representation, and many of them are looking with favor upon the tractor dealer.

With highway construction and maintenance work becoming more thoroughly organized along efficient lines, the purchase of such equipment is passing from the hands of politicians to highway engineers, contractors and others who are influenced only by business considerations. It is rapidly becoming a healthy business for the tractor trade.

Construction Important

When buying a silo, important things to remember are that the structure should be permanent, air tight and economical in regard to upkeep. The hollow tile type of silo is giving good service. The same may be said of concrete silos. Wood is much used in silo construction. The farmer must judge which type best meets his requirements. Locate the silo where it can be conveniently reached at filling time, and where the ensilage can be gotten at handily during the feeding season. It is best to locate the silo on a well drained site. The foundation should be substantial.

Many farmers find it convenient to own silo-filling outfits. They are then in position to cut their corn when it contains the most nutrients, and take their time to the job, using little or no extra help. The man who has a silo of average size (thirty feet high, for instance) and an engine of five to ten h. p. can find a cutter to fit his needs.

There is no getting away from the fact that a farmer cannot afford to be without a silo. It is advisable to erect some kind of a silo, whether you are producing milk, beef, pork, or mutton.

Saskatchewan, with a total of 60,325 automobiles and 424 motorcycles, now stands second in Canada in regard to the number of registered auto vehicles.

Pull the oars and you won't have time to rock the boat.

"STAR" FITTED PLOWSHARES

Bring Record Sales and Repeat Orders

Perfect in Quality,
Fit and Finish

Sell Star Shares and you have a nice margin on every sale, while you give your customer real repair service.

Ask for Latest Lists

Made from No. 1. Soft Center and No. 2 Star Steels, they fit equally as well as the original shares. Fully Guaranteed

A Reinforced Landside Strengthens the Weld

JOBBERS

Wilkinson - Kompass Ltd.
Winnipeg

F. G. Wright & Co., Winnipeg

J. H. Ashdown Hardware Co., Winnipeg, Saskatoon, Calgary

Western Implements, Ltd. Regina

Metals Ltd., Calgary and Edmonton

Western Canada Hardware Co., Lehighbridge

Finished complete with bolts, ready to attach to the plow. There is a Star Share for practically every plow in use in Western Canada. Their reputation for quality assures steady sales—quick turn-over. Now is the time to place your requirements

Order a supply Now

Made Exclusively by the

Star Manufacturing Company
Carpentersville, Ill., U.S.A.

Sadly Misdirected Efforts

The Dominion Live Stock Branch of the Department of Agriculture has recently inserted advertisements in the farm press, urging Canadian farmers to raise more horses.

There is no question but that a fair market exists for high-grade horses of various kinds and that it will pay competent breeders to raise stock to fill these demands. At the same time, it is also true that there is need for more good hogs, more good sheep, more good poultry and more good cattle to meet the domestic and foreign demands. And, what is even more important, there is a greater profit to the average farmer in catering to these demands than to the horse market, for several reasons. In fact, it is very questionable whether the average Canadian farmer can hope to make any profit raising horses under existing conditions, or in view of the probable horse market for the next few years. At any rate, it is safe to say that the same amount of invested capital, feed and labor would return much greater profits to the farmer if devoted to the production of some other kind of live stock.

The advertisements not only call attention to the demand for good horses, but state that "people were misled into the idea that trucks and tractors were more profitable." This attack on the more modern, more efficient and more economical power plants has much the same sound as the propaganda issued by the Horse Association, which is largely composed of, and financed by, manufacturers of harness, horse shoes, horse shoe nails, etc. In the case of paid for propaganda, the use of such mis-statements is perhaps rather to be expected, but for a branch of the Department of Agriculture to make such unwarranted and unfounded statements is an entirely different matter. In-

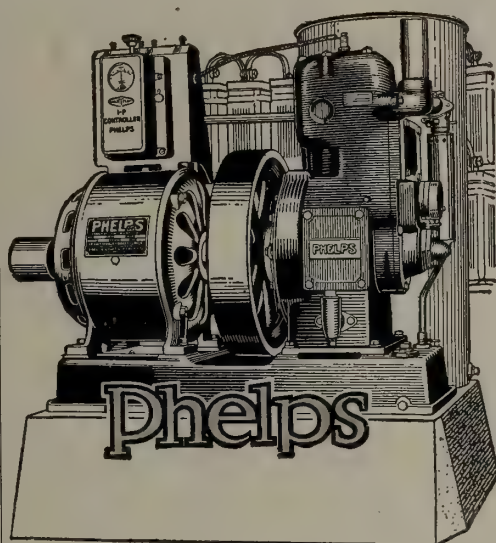
asmuch as the officials of the Horse Association have used their best efforts to have the men engaged in animal husbandry work in various agricultural colleges and similar organizations lend their influence and support to the Horse Association, the purpose of which is to bring back the horse for city and country use and to discourage the use of tractors and trucks, it seems safe to assume that their efforts in one direction have been successful.

It is to be regretted, however, that the officials of a branch of the Canadian Department of

Agriculture could so far forget the proper functions of their organization and be so misguided as to devote their own services and the facilities of their branch to such retrograde movement as the Horse Association represents.

Every clear-thinking person who is at all familiar with the facts in the matter realizes that the tractor and truck both fill a real need. In some places where these mechanical power units have been and will continue to be adopted, they will displace horses, while in others they have been and will

be used for jobs for which horses never were or could be used. Within their proper field the truck and tractor do their work quicker, more efficiently, and more economically than is possible with horses. This fact has been demonstrated in too many thousands of cases to admit of question. This does not mean, however, that either of them will entirely supplant horses nor does the truck or tractor manufacturer expect them to do so. Further, the farmers who buy them do not expect to entirely replace horses, except in some instances.



The LISTER-Phelps

Power and Light

FARM ELECTRIC PLANTS

1000 and 1500 Watts Capacity

A Plant that will Get You Business this Fall

Now is the time to line up your lighting plant prospects, and to tell them about the Lister-Phelps Plant. For farm use, store, hall, school or church they outclass all competition because of reasonable price, quality construction and simple design. Guaranteed capacity of 50 and 75 Lights, without battery. No switchboard; simple

control box. Lever starts or stops engine, cutting out battery and giving $3\frac{1}{2}$ guaranteed H. P. to power pulley. Operates on gasoline, kerosene or distillate. Send us the names of your prospects. Our liberal sales plan will interest you.

Melotte Cream Separators

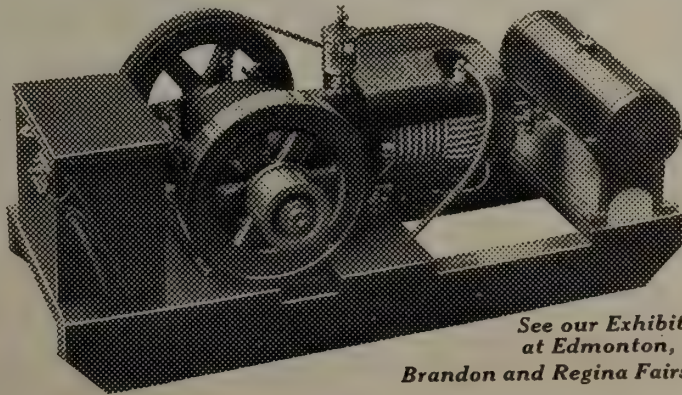
12 Sizes: — 280 to 1,300 lbs.
A Leader for Over 30 Years

The Melotte is the King of Cream Separators. Its original, self-balancing suspended, frictionless bowl has never been equalled for close skimming. Easy sales terms arranged. Graduated allowance made on old machines taken in exchange. We have a few rebuilt Melotte and Lister-Premier Separators in stock—good as new but selling at half price. Get particulars of this line. There's money in it for you.

Lister One-Horse Pumping Engine

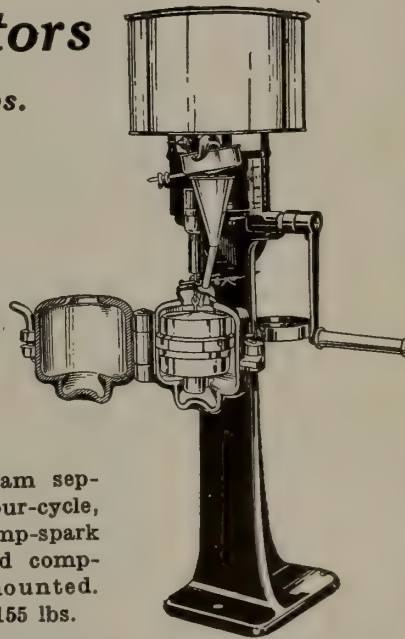
Air-Cooled—Economical—Retail Price only 69.00

A sturdy, dependable and economical air-cooled engine at a price that assures business. Delivers steady power; just the right size for pumping,



See our Exhibit
at Edmonton,
Brandon and Regina Fairs

operating cream separator, etc. Four-cycle, 3x3 ins. Jump-spark ignition. Sold complete, skid-mounted. Weight only 155 lbs.



THE LISTER LINE INCLUDES

"Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister Premier" Separators, Milkers, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, etc.

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?
If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The **STOVEL CO. Ltd.**
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

R. A. LISTER & CO. (Canada) LTD.
Winnipeg, Man. Toronto, Ont.

A New U. S. Institute

The U. S. National Institute of Progressive Farming was recently formed, with headquarters in Chicago. The main object of the institute, which could well be followed in Canada, are:

To collect and distribute, through lectures and the public press, information upon the development and improvement of methods in farming; reducing the cost of production of farm produce; the use of mechanical power on the farm; the development and improvement of farm animals, particularly those raised for dairying and food purposes; to establish relations with the Department of Agriculture, both National and State, with the Agricultural Colleges, Farmers' and Breeders' Associations, and all others interested in the better methods of farming, agriculture and stock raising; also to maintain and establish an institution for fully developing and carrying out the objects specified.

The personnel of the Executive composed of representative producing animals, Sheep and of the Dairy, Dairy Cattle, Meat Swine organizations, Tractor, Farm Power Machinery and kindred lines.

In addition to the above-mentioned work, the Institute will have charge of Tractor and Power Farming Shows and Exhibitions.

Guy H. Hall, formerly of Kansas City, Mo., has been appointed Director in charge of this work. Hall has been Secretary-Treasurer of the Kansas City Tractor Club since its organization seven years ago; he was Manager of the first five Tractor Shows; also of the National Implement & Tractor Show of the west. For the past year Hall has been supervising a large acreage of diversified farms in Missouri, in addition to the Tractor Organization's duties.

Tractor Drawbar Heights

The recommendations as to tractor drawbar heights made by the Society of Agricultural Engineers in the United States is an extension of the present S. A. E. Standard, which specifies that the height vertically fixed drawbars on tractors of capacities up to and including four plows shall be 15 in. and of vertically adjustable drawbars on tractors of all capacities from 13 to 18 inches with the tractor on level ground.

The Path of Progress

Such is the title of an excellent booklet recently issued by the Avery Company, Peoria, Ill.,

In a brief sixteen pages it covers, in story form, the romance of modern power farming. It is the story of how one farmer pulled himself out of the old-time farming rut and made a place for himself and his family to really live in the world. It is not filled with a lot of "bunk". Interested dealers can secure this book from the Canadian Avery Company, Winnipeg or Regina.

International Departmental Head is Dead

Robert C. Haskins, at the time of his retirement in 1916 in charge of a group of departments in the International Harvester Company, and since that time in active service in an advisory capacity, died suddenly on June 19, at Saugatuck, Michigan. For many years Mr. Haskins had been a prominent figure in the implement trade. For more years than falls usually to the lot of the higher executive, Mr. Haskins occupied positions of great responsibility. Thirty-three years ago he had risen to general sales manager for the Champion Company, and filled the responsibilities of this chief position until the formation of the Harvester Company. At that time he was selected to lead the domestic selling organization, involving the management of all sales activities in the United States. In 1910 he was promoted to have charge of one of the three divisions into which the many departments of the business were at the time grouped—the division consisting of the sales, collections, advertising and traffic departments. In 1916 he retired from this position, but because of his valuable knowledge and intimate contact with the business for so many years, he was persuaded to continue in an advisory capacity which was severed finally only when he died. Many prominent men in the Harvester organization attended the funeral.

The Responsibility of the Implement Manufacturer

The manager of any implement house in the Canadian West rarely sees a day pass when he does not receive letters from both farmers and dealers asking what they are doing to meet drastic price cuts in farm implements made by certain institutions. We have dealt at some length in previous issues with this topic and the result on the institution making them.

If any concern are but cleaning up stock with a view to going out of business, they can afford to make cuts that no sane manufacturer would consider. The average implement house is going ahead giving the farmers service from a repair angle as well as a credit standpoint.

Cut prices have been quoted on implements by companies not known as "full line implement concerns." In connection with such prices regular implement houses have made radical reductions in prices for 1922, amounting in cases to \$60.00 on a binder, \$57.00 on a drill, and correspondingly on an entire line, with a still greater reduction on tractors, and in the price of binder twine and repairs. These reduced prices are as low as can possibly be made by any legitimate concern hoping to continue in the implement business and give service to customers in the future.

Any implement company with a record of fair dealing, just prices, responsibility and service to the farmer, has a moral obligation to perform in every community in Canada; this along the lines of maintaining a local representation, at all times, in such community to supply the proper kind, the latest improved high grade machines and repairs to the farmer at his call. After supplying the machines, they immediately assume still greater responsibility, viz: that of maintaining and furnishing repair parts for such machines, not only for the present period but

for all time to come in the future. This obligation represents greater responsibility than the ordinary short line concerns assume in the business. In addition to furnishing the proper machines, they also assume a moral obligation to furnish proper necessary expert service for such machines should it be required.

Further in every community there are farmers whose finances are such that they are unable to pay cash. These farmers need machines as well as those who have the cash, and it is hardly fair to discriminate against worthy farmers because they are poor, and the implement houses feel it a further obligation to help them by extending credit to those who are worthy, and during hard times and crop failures to extend their obligations and see them through to better conditions.

All of the above should be taken into consideration in passing final judgment on the price of machines, and in this connection the reduced prices quoted for machines for 1922, taking the above into consideration, are as low as can possibly be quoted by any responsible firm continuing in the implement business and furnishing the farmer the latest improved high grade machines, in conjunction with maintaining and rendering proper repairs and expert service at the present time as in the past, and for all time in the future, all of which is the policy at the present time and in the Canadian West.

Reliable Improved



MAX

Portable Corrugated GRANARIES

Seventeen years satisfactory service in Western Canada to guarantee the value to your customers.

Prices reduced in keeping with current conditions.

Get your prospects lined up now and let them know you are ready to take care of their needs.

Write To-day

Western Steel Products Limited

WINNIPEG REGINA CALGARY EDMONTON

Reach Every Tractor, Implement and Farm Equipment Dealer in the Canadian West Through

Serves Every Unit in the Trade in Canada's Greatest Sale Territory

CANADIAN FARM IMPLEMENTS

Western Canada's only Implement and Tractor Trade Journal

An Exclusive Dealer Field One Magazine—One Advertisement—Once a Month

Before You can Sell and Service Your Line to the Farmer You Must Provide Him with a Place to go and Buy

Tractors and Farm Implements must be sold and kept sold during their period of usefulness. Only the dealer can do this. Consumer support is of little value without Dealer Co-operation.

Upon dealer organization often rests failure or success. No manufacturer has a perfect or a permanent, unchangeable dealer organization. Hence the importance of continuous advertising to the trade. What are your plans?

Our Subscribers sell Equipment to over 320,000 Farmers

They Handle:

Tractors
Tractor Implements
Threshers
Tillage Implements
Stationary Engines
Electric Lighting Plants
Cream Separators
Milking Machines
Barn Equipment
Washing Machines
Pumping Equipment
Water Supply Systems
Harness
Hardware Lines
Implement Specialties
Haying Machinery
Harvesting Machinery
Vehicles and Sleighs
Wagons and Trucks
Automobiles
Auto Accessories
Motor Trucks
Fuel Oils, Machine Oils, Greases, etc.

The Co-operation and Sales Efficiency of our Readers can assist you develop Bigger Business.

Manufacturers find it harder to keep their dealer organization intact. So do Jobbers. Yet better dealers are required than ever before. Proper dealer morale, aggressive interest in your goods, cannot be obtained without a constant advertising appeal.

To create prospects the farm press will assist you. But what good are prospects which cannot be handled locally?

One good, aggressive dealer to-day is worth a hundred consumer prospects.

Advertising Rates and Distribution of Circulation Will be Sent Upon Request

GD



GRAND DETOUR

Trade Mark
Registered

**TRACTOR
PLOWS**

A Plow with a Following

IF the first Grand Detour Plows that were sold had not served their owners with complete satisfaction—if the makers of Grand Detour Plows had not insisted that every plow they turned out be an honest combination of the best workmanship and materials that could be obtained—plowmen would not have continued to buy the Grand Detour Plow for 84 years, as they have done.

The dealer who now takes on a product with such a record, a record that has won

the staunch loyalty of thousands of plowmen, finds that the name *Grand Detour* brings a new group of buyers to him—a group for whom Grand Detour plows have been a life-long tradition. When he acquires Grand Detour he automatically acquires new customers for his business.

Grand Detour has an ever-growing tractor-plow following. You'll find a portion of that following in your territory. You can make it *your* following.

NOTICE

We want the public to know that our plows are not the Case Plows made by the J. I. Case Plow Works Co.

Grand Detour Tractor Plows and Repairs are sold and carried in stock by
J. I. CASE THRESHING MACHINE CO., Inc., Racine, Wis. ADVANCE-RUMELY THRESHER CO., Inc., La Porte, Ind.
and all branches and all branches

AVERY CO., Peoria, Ill.
and all branches

J. I. CASE THRESHING MACHINE CO., Inc.
DIXON, ILLINOIS • GRAND DETOUR PLOW DIVISION • EST. 1837

CANADIAN FARM IMPLEMENTS

VOL. XVIII., No. 8

WINNIPEG, CANADA, AUGUST, 1922

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00 Per Copy, 10 Cents)

Sowing Seeds of Success



Habits formed in childhood days guide our development in later years. A thrifty boy usually becomes a successful man.

Your interest in your child's future is shown when you open a Savings Account for him while he is in the habit forming age. One dollar will open a Union Bank savings account.

923

UNION BANK OF CANADA

Head Office • WINNIPEG

Protection versus Possibility

No merchant can say when he may suffer fire loss. He may take every precaution against fire—but what of his neighbors; or again, a general fire may sweep his part of the town.

Should you have a fire to-night, how would it affect you? Are you adequately protected against fire loss? Think it over.

Our Policies give Hardware and Implement Dealers absolute protection at *one-half* the Board Companies' rates. Our Hardware Companies have paid 50% dividend on their policies for over fourteen years. Why not combine safety with economy? Write us for particulars. You will be under no obligation.

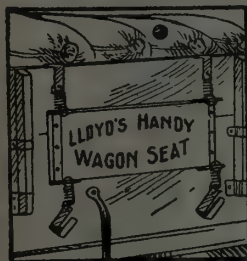
ASSETS OVER \$4,000,000.00.

NET CASH SURPLUS OVER \$2,000,000.00.

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager,

802 Confederation Life Building, Winnipeg.



The Wagon Loaded

Lloyd's Low-Down Spiral Spring Wagon Seats



Going Home

DISPLAY THEM AND THEY'RE SOLD!

Known everywhere as the lightest, strongest and most practical wagon seats made. The only standardized seat; suits any wagon. Takes up no box space; low-set; protects driver from wind and gives full control over team. Carry 600 lbs. with ease. Get a stock. Every seat sold sells a dozen.

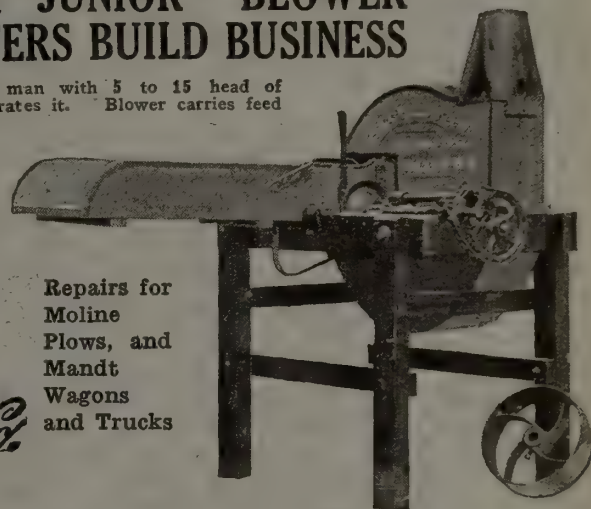
FIT ANY WAGON OR SLEIGH BOX!

John Watson Mfg. Co.
LIMITED

311 CHAMBERS ST., WINNIPEG, Man.

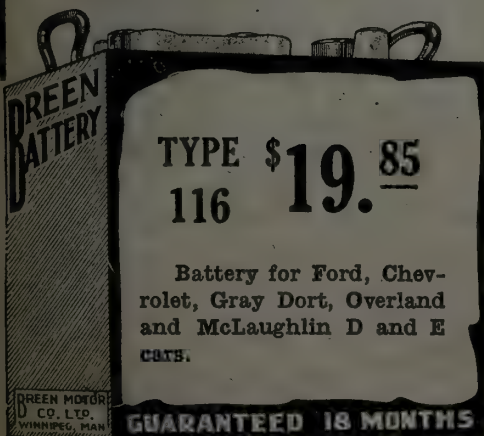
"EXCELSIOR JUNIOR" BLOWER FEED CUTTERS BUILD BUSINESS

An ideal machine for the man with 5 to 15 head of stock. 4 to 6 H.P. operates it. Blower carries feed to any part of barn or elevates up to 20 feet. Capacity $\frac{1}{2}$ to $\frac{3}{4}$ ton of feed per hour. Cuts three lengths $\frac{1}{2}$ to $1\frac{1}{4}$ inch. One lever starts, stops, and reverses; 9-inch throat; blower connection fits 6-inch stove pipe. Pulley 12x4 inches. Feed table turns out of way. Get our prices.



Repairs for
Moline
Plows, and
Mandt
Wagons
and Trucks

BREEN BATTERY SPECIALS



TYPE \$19.⁸⁵
116

Battery for Ford, Chevrolet, Gray Dort, Overland and McLaughlin D and E cars.

TYPE \$25.⁸⁵
136

Battery for Chevrolet F. B., McLaughlin, Oldsmobile, Nash, Studebaker cars.

TYPE \$43.⁸⁵
712

Rubber cased batteries for Dodge and Maxwell cars. Guaranteed for 2 years.

The dealer makes a worth while profit on Breen batteries. Write us about it.

BREEN MOTOR CO., LTD. — WINNIPEG, MAN.

PHANTOM PROSPERITY

From his mode of life he was judged to be prosperous. His estate at death was valued at \$10,000, mostly property—no life insurance. Enough, said his friends, to tide his widow over until the family were grown.

The times were unfortunate, the revenue from the estate was small and it could not readily be converted into cash. It took nearly three years to wind up, and then at a loss of about one third of its value. Three lean years and a decided loss to his widow and children.

An estate in life insurance would have provided payment in full of its value in immediate cash or periodical payments. It has many other decided advantages. Let us send you further particulars.

The GREAT-WEST LIFE ASSURANCE Co.

Dept. "P.16"

Head Office : : : WINNIPEG



ADAMS WAGONS

Pioneers and Acknowledged
Leaders in the Wagon Trade.

The name "Adams" on a wagon is every man's guarantee of the best that can be purchased in the wagon line. They have a national reputation for Quality—a reputation that is a valuable asset to any dealer's business. The purchaser of an Adams Wagon or Farm Truck is a satisfied customer—one who comes back for other goods of the same "Quality".

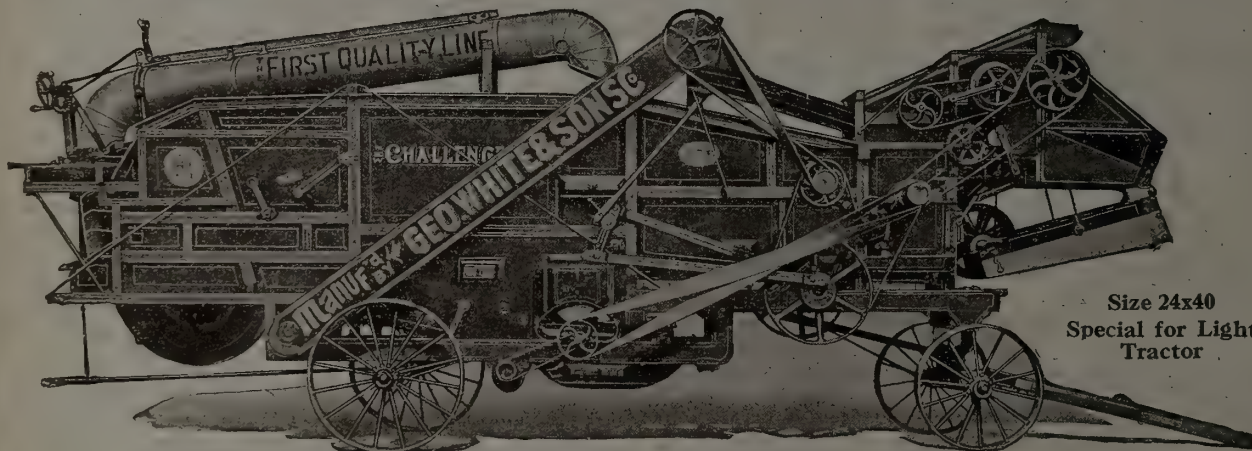
The materials used in our line of Farm Wagons, Trucks, Carts and Lorries are the best that money and long manufacturing experience can buy. They are substantially put together by experienced wagon builders, who have every facility at their disposal in the way of up-to-date plant equipment, etc., to turn out the highest quality of work.

Our Traveller or nearest Branch House will give you full information and literature on this and our other line of Plowing, Tillage and Harvesting machinery. Be fully prepared to promptly meet the demand for new implements in your vicinity.

Cockshutt Plow Company, Limited.

Winnipeg, Regina, Saskatoon, Calgary, Edmonton.

Profitable for Dealer and User



Owners of White Threshers and tractors are proud to tell of the successful results they give, consequently one White Machine sells another.

The whole effort of this big organization is devoted entirely to making the best threshing machinery that can be produced. All the engineering skill at our command has been put into these machines, giving them the quality which marks them everywhere as "The First Quality Line".

Size 24x40
Special for Light
Tractor

WITH THE CHALLENGE LINE OF THRESHERS

you can get the Thresher orders from your district. Highest quality in every respect, Challenge Threshers have long since established an enviable record for dependable performance. There is a full range of sizes: 20 x 36; 24 x 40; 28 x 46; 32 x 54; 36 x 60; 40 x 66.

*We have a Lucrative Sales Plan
to offer Dealers of the
Right Calibre.*

The profits on sales of "White" machinery warrant the attention and full selling power of progressive and reliable dealers who are seeking lines of proven merit to sell. "White" dealers are assured of the full co-operation of our entire organization.

We Invite Correspondence.

The WHITE ALL-WORK 14x28 h.p. TRACTOR

A guaranteed kerosene burner; a direct drive—no transmission gears in mesh on belt work. A large 5 x 6 four-cylinder motor. A powerful light weight tractor.

The GEO. WHITE & SONS CO., LTD.

BRANDON, MAN.

SASKATOON, SASK.

MOOSE JAW, SASK.



CRESCENT PLOW SHARES



Will Speed up Fall Business in Your Store

Over 1500 Patterns

Crescent Fitted Shares are perfect in quality of materials, accuracy of fit and finish. They are the foundation for satisfactory share business.



Regular Style. Bolted and Fitted Plow Share.
Perfect in Fit. Best in Quality.

Over 1500 Patterns

There is a type for practically every plow in use in the Canadian West. The dealer who sells Crescent Shares gets big business and repeat orders. How is your stock?



Crescent Engine Gang Shares. Fitted and Bolted.
Unequalled for Power Outfits.



Note the
Trade Mark



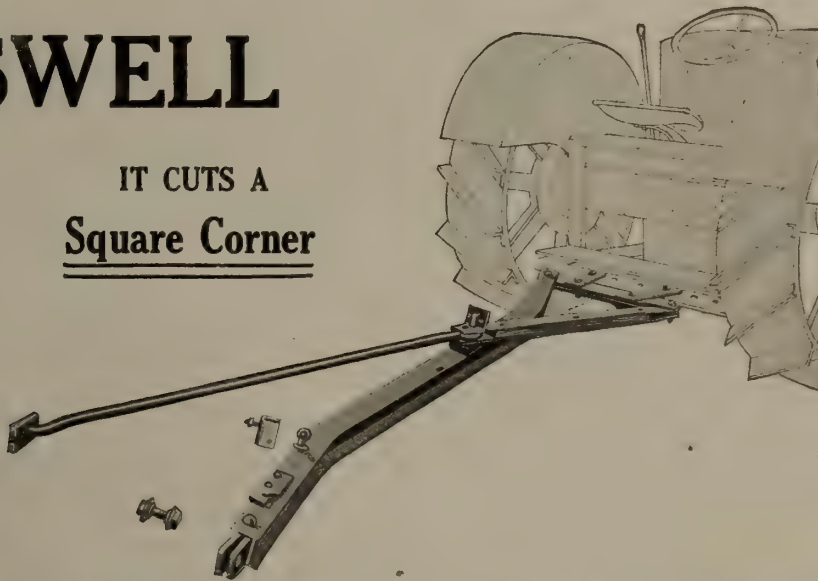
Reverse Side of Regular Style Share. Note the Wide
REINFORCED POINT and WELD.

Crescent Reinforced Plow Shares are made from special three ply soft centre steel and crucible steel. They fit the plow with mathematical accuracy and scour perfectly. The fit of every Crescent Share is carefully tested before it leaves the factory. Our broad guarantee covers all reasonable usage. Now is the time to size up the demand and order a supply. Ask us for Latest Lists and Fall Prices. We assure you prompt shipment.

The CASWELL

IT CUTS A
Square Corner

Automatic
Binder
Hitch



Will Fit all BINDERS and all TRACTORS
Is Entirely Automatic

TRAILER TYPE HITCH IS USED
FOR SECOND OR THIRD BINDER

WRITE FOR DEALERS TERMS



D. ACKLAND & SON, LTD.

WINNIPEG

CALGARY





Fall Work

This is the time of year when farmers appreciate the dependable power furnished by Case Farm Tractors.

The fall rush begins at harvest time. From then on the farmer is busy with jobs that cannot be done without mechanical power. Harvesting, fall plowing and disking, threshing, silo filling, hay and straw baling, corn husking and shredding—all power jobs—require his attention from now until snow flies, and he must either own or hire power to get them done.

There are many reasons why Case tractors are better fitted than other forms of power for this important work:

They are well adapted to farm work, both traction and belt.

They are efficient and economical to operate.

They are dependable and durable.

In Case tractors all gears, bearings and wearing surfaces are enclosed and protected from dust and dirt.

All friction surfaces either run in oil or are provided with ample lubrication by means of positive oiling devices.

All bearings are replaceable should they become worn. The engine has removable bearing shells and bushings. Practically all other bearings are roller or ball bearings of the best type and highest grade obtainable.

All Case tractors have removable cylinder barrels which can be removed in a short time at a small cost.

All dust and dirt is washed out of the air before it enters the cylinders. Every Case tractor is regularly equipped with a patented Case air washer.

The dealer who shows his prospects these Case advantages will find many farmers ready to listen and willing to buy at this time.

Our new and interesting booklet, "Better Farming with Better Tractors," is just off the press. Send for a copy. Read the story of Case tractor usefulness and efficiency and be ready to answer convincingly any and every argument brought up by your customers.

J. I. CASE THRESHING MACHINE COMPANY

(Established 1842)

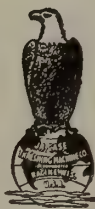
Dept. W214

Racine

Wisconsin

Factory Branches: Alberta—Calgary, Edmonton. Manitoba—Winnipeg, Brandon.
Saskatchewan—Regina, Saskatoon. Ontario—Toronto.

NOTE:—Our plows and harrows are NOT the Case plows and harrows made by the J. I. Case Plow Works Co.



CASE
TRADE MARKS REG. U.S. PAT. OFF. AND IN FOREIGN COUNTRIES
POWER FARMING MACHINERY



CANADIAN FARM IMPLEMENTS

Vol. XVIII., No. 8

WINNIPEG, CANADA, AUGUST, 1922

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10c

Successful Provincial Exhibition at Brandon Splendid Display of Farm Machinery

"Bigger and better than ever" seems to be the general consensus of opinion regarding the twenty-seventh annual provincial fair of Manitoba held at Brandon from July 24th to 29th.

Although no attendance records were broken, the management states that in nearly every other respect the fair surpassed that of former years. The usual mid-way and grandstand attractions offered amusement and entertainment for the vast crowds attending, while Jupiter Pluvius contributed his share to the general jollity by providing almost ideal weather. The stock barns, display building, agricultural and dairy building and the implement display grounds were filled to capacity. Add to this the efficient management of Mr. W. I. Smale, the directors and a large staff of assistants and you have conditions ideal for spending an enjoyable and a profitable time.

Regarding the implement display in particular, while there were not actually as many firms showing, still, taken as a whole, the exhibit was quite as extensive as former years. Quite a number of actual sales were made on the grounds, and implement and machinery exhibitors were practically unanimous in expressing the opinion that prospects were never brighter in Manitoba and that this coming year will mark a return to normalcy of business. One or two of the dealers from Saskatchewan were not quite as enthusiastic with regard to conditions there but hoped for some improvement.

As in former years, Canadian Farm Implements again gives a complete report of the entire farm machinery and equipment exhibits at the fair, comprising an individual record of the showing of every exhibitor and the types of machine displayed.

Commencing at the eastern end of "Machinery Row," the first exhibit encountered was that of the Robert Bell Engine & Threshing Co., Winnipeg. This company's exhibit consisted of

three fully equipped imperial separators, sizes 20-32, 24-40 and 28-50. The latter was belted to the company's 15-30 h.p. imperial tractor. Mr. Cole, manager of the Brandon branch, was in charge.

Next in line was the exhibit of the Sawyer-Massey Co., Ltd., Winnipeg, who showed the Sawyer-Massey Road Grader and a 15-25 Wallis tractor driving a 24-40 Sawyer-Massey separator, fully equipped. Mr. J. Robertson and Mr. James, managers of the Winnipeg and Brandon branches respectively, were in charge.

The John Deere Plow Co. of Winnipeg, in conjunction with the local representatives, Baker Bros., showed a very complete exhibit of their leading machines. Prominent in the exhibit was a 24-42 Goodison separator driven by a 12-25 Waterloo Boy tractor, also a second Waterloo Boy tractor hitched to the standard John Deere three-furrow plow. A Marseilles portable grain elevator close by was operated by a 3 h.p. Waterloo Boy stationary engine. Deserving of special mention are the New Dain Mower and the Syracuse Quack Grass Destroyer. This latter machine is a spring tooth harrow mounted on wheels, enabling the operator to dump accumulated trash in piles to be burnt. Other lines on exhibit were the Hoover potato digger, the Deere corn binder and 2 row corn cultivator, introduced to meet the increased demand for corn cultural machinery, the Old Reliable Low Down Manure Spreader, the John Deere 7 foot binder, the John Deere steel wheel cultivator and the No. 40 two furrow tractor plow, designed especially for Fordson use. Distinctive features of the latter are the self-adjusting hitch and a rear furrow wheel to eliminate side sway. Mr. D. B. McLeod, manager of the Winnipeg branch, was in charge of this interesting exhibit. Associated with him were Messrs Cochrane, Pinn, Snydal and McKessock. Mr. Draemer, general manager, and Mr. Gigax, sales

manager, were also present during the exhibition.

The J. I. Case Threshing Machine Co., Winnipeg, also had a very complete exhibit. Four Case Separators fully equipped were shown, two of which, the 20-38 and the 22-36 were unattached. A third, the 26-46, was driven by the 15-27 h.p. Case tractor, while the fourth, the 32-54, was driven by the 22-40 h.p. Case tractor. Along with the above were shown the type B Case feeder, the Case No. 16 ensilage cutter, a Case fuel tank and a ten foot Grande Detour double disc. At the entrance to the exhibit was placed a second 15-27 h.p. Case tractor hitched to a four furrow Grande Detour plow of the rigid beam type. Mr. Mumford, sales manager of the Winnipeg branch, was in charge.

Another extensive display was that of the International Harvester Co. of Canada, with Mr. J. C. Brosnahan in charge, assisted by Messrs. Duncney and Tanner. Occupying a prominent position was the 22-38 International separator with the 3/4 T International truck alongside. A 22-38 McCormick - Deering separator cut away model was driven by the Titan 10-20 h.p. tractor and a 28-46 McCormick-Deering separator was driven by the 15-30 International tractor. A second 15-30 International tractor ran unattached. The P. & O. line of plows was represented by a 14 inch three furrow Little Genius tractor plow and a brush breaker designed for tractor use. A McCormick grain binder and a McCormick corn binder were to be seen near the entrance and an International ensilage cutter at one side. The new International potato digger was exhibited here for the first time. Completing the display were the International 1 1/2 h.p. (cut away model) and the 3 h.p. kerosene burning stationary engines.

The Advance-Rumely Thresher Co., Winnipeg, showed their 22-36 separator driven by a 12-20 h.p. Oilpull, a 28-44 separator

driven by a 16-3 h.p. Oilpull tractor and a 28-48 separator driven by a 20-40 h.p. Oilpull tractor. All separators were fully equipped. This exhibit was in charge of Mr. M. J. Carrothers, general manager at Winnipeg.

The Gray tractor of 18-36 h.p. was shown by the Gray Tractor Co. of Canada, in conjunction with a 28-46 Junior Red River Special separator, manufactured by the Nichols Shepard Co., Winnipeg. As well as driving the separator, the tractor was equipped with a side hitch which enables it to pull a disc or packer on each side of the machine as well as an implement directly behind. This exhibit was in charge of Mr. J. A. Holtman. Mr. A. Prugh, general manager at Winnipeg, was also present.

Besides the Junior Red River Special, driven by the Gray tractor, the Nichols Shepard Co. exhibited for the first time their new 28-46 Junior Red River Special separator of all steel construction. Another feature possessed by this machine is that both the cylinder shaft and wind stacker are equipped with roller bearings. Mr. Davies, manager, and Mr. Cooper were in charge. Mr. F. C. Stillson, secretary-treasurer of the company, was a visitor at the exhibition.

Western Motors Ltd. showed a Ford 1 ton truck with a display board of Ford parts, a Fordson tractor with parts removed to show the internal working of the machine, and a Fordson driving a new 21-36 Woods Bros. separator, one which is specially designed for use with the Fordson tractor.

In conjunction with the above concern the Canadian Oliver Chilled Plow Works showed a two furrow plow and a breaker plow, also specially designed for use with the Fordson tractor. The same company demonstrated the Rowe line, drive, manufactured by the Rowe Manufacturing Co., Galesburg, Ill., for Fordson tractors.

George White & Sons Co., Ltd., Brandon, had on display the

32-54 New Challenge No. 2 separator, unattached; the 28-46 New Challenge separator belted to a 14-28 h.p. Allwork tractor, the 24-40 New Challenge No. 1 belted to another Allwork tractor, and lastly a 2 20-36 New Challenge No. 3 separator belted to a Fordson tractor for which it is specifically designed. George White & Sons also exhibited the only steam engine on the grounds. A threshing tank completed this display. Mr. E. Popkin, manager, and Mr. Wales were in charge.

The Huber Manufacturing Co., Brandon, showed a 28-48 Western Special separator driven by a 15-30 Huber Super Four tractor and a 24-42 Huber separator driven by a 12-25 Huber Light Four tractor. Mr. J. K. Chauvin, manager of the local branch, assisted by Messrs. McIntyre, E. Hornibrook and J. Hunter, was in charge.

The Minneapolis Steel & Machinery Co., Winnipeg, manufacturers of the Twin City line of threshers, tractors and trucks, showed a 24-42 Junior Twin City separator, operated by a 12-20 h.p. Twin City tractor and a 32-52 all steel separator operated by a second 12-20 tractor. The local representative of this company is C. Prince. Mr. N. B. Nelson of Minneapolis, and Mr. Gibney, manager of the Winnipeg branch were in charge.

The exhibit of the Minneapolis Threshing Machine Co., Winnipeg in the charge of T. H. Roney, Winnipeg, Canadian manager for the company, consisted of two outfits of the same kind, a 17-30 h.p. Minneapolis tractor driving a 24-42 Minneapolis separator.

The Aultman-Taylor Machinery Co. of Portage la Prairie showed two separators, a 23-36 separator unattached and a 27-42 Aultman-Taylor separator, driven by a 30-60 h.p. Aultman-Taylor "Roadbuilder" tractor. A unique feature of this exhibit was that one inch belting was used throughout. Mr. Nicholson, Portage la Prairie, was in charge.

The Waterloo Manufacturing Co. of Canada exhibited a 28-42 Champion separator belted to a 16-30 h.p. Eagle tractor and a 24-36 Champion separator, driven by a 12-20 h.p. Heider tractor, manufactured by the Rock Island Plow Co. A Rock Island two furrow gang plow was also shown. Mr. Wm. Humber assisted by F. A. Giesen, the local representative, was in charge.

The British American Oil Co., represented by E. D. McCall, showed a full line of their oils, greases, gasoline, etc.

The Garden City Feeder Co., Regina, represented locally by

the Bruce Davidson Co., showed one of their feeders in operation, and another having a fourteen foot carrier specially adapted for use with sheaf loaders. Included in the exhibit was a Caswell's belt guide.

"Sunoco" products manufactured by the Sun Oil Co., Philadelphia, Pa. were exhibited by the Winnipeg distributors, the Marshall-Wells Co.

Electric power, lighting and water systems as manufactured by the Delco-Light Co. of Dayton, Ohio., were exhibited by W. W. McCreary, the local agent. The Breen Motor Co. represent the Delco-Light Co. in Winnipeg. The Canadian Oil Company exhibited a full line of their oils, greases, etc. Mr Earles of the Brandon branch was in charge.

The Imperial Oil Co. Ltd., Brandon, showed a complete line of their Polarine oils and greases for car and tractor use, Premier gasoline and Royalite kerosene.

The display of the Cockshutt Plow Co. was the most extensive of any on the grounds. Mr. Minninnick, general manager of the company at Winnipeg, was in charge. David Duncan is the local representative. A complete Adams wagon, an Adams wooden wheeled truck and a handy, low-down, steel wheeled truck occupied one side of the exhibit. At the north end two Cockshutt fanning mills Nos. 2 and 3 respectively, flanked the entrance. Behind these appeared a Frost & Wood 7 foot binder, a breaking-plow for tractor use and a 14 inch walking plow. Three and four furrow tractor plow and a two furrow horse gang plow were also exhibited. A corn binder, a corn planter and a corn cultivator indicated the present tendency away from straight grain farming. A manure spreader and a 20 shoe seed drill occupied prominent positions, as did also a 15 tooth tractor duckfoot cultivator and a four horse cultivator. A Rustad portable grain elevator handled by the Cockshutt Co. was operated by an Empire stationary engine. The rest of the exhibit was made up of a harrow cart, potato digger, garden cultivator and a Lister cream separator.

Hardly less small than the exhibit of the above was that of its next door neighbor the Massey-Harris Co. of Brandon, in charge of Wm. Clark, manager of the Brandon branch. Two ensilage cutters of different sizes were shown, one, the 12 inch Blizzard being operated by a 12-22 h.p. Massey-Harris tractor. Close by stood a corn binder and a corn

cultivator, both horse and tractor duckfoot cultivators, and a Massey-Harris 7 foot binder. A 2 h.p. stationary engine operated a seed drill, demonstrating the power lift, while a 3 h.p. engine operated a grinder. Massey-Harris plows were represented by a two furrow gang plow, a three furrow tractor moldboard plow and a three furrow disc plow. A Massey-Harris cream separator completed this interesting display.

The Junior Rotary Rod Weeder was shown by the makers, the Rotary Rod Manufacturing Co.

The Stanley A. Jones Portable Threshing Machine Co., Saskatoon, showed two of their outfits. Mr. R. D. Forsythe, manager of the company, was in charge.

The R. A. Lister Co. Ltd. of Canada had a very complete exhibit including as it did the Lister Phelps semi-automatic complete lighting plant, the Lister-Bruston automatic lighting plant, also complete, the 5 h.p. Lister engine, the Canuck Junior engine, the Lister milking machine and the Melotte Cream separator. Mr. H. C. Furney was in charge of the exhibit. His assistants were Messrs J. R. Day, C. W. Heathcote and R. Amber. The Brandon agency for the Lister Co. is held by Cameron & Rathwell.

The Wonder Mower, manufactured by the Canadian Farm Implement Co., a newly formed company, appeared on exhibition in Manitoba for the first time. The outstanding feature of this machine is that instead of one blade cutting against rigid ledger plates there are two blades geared to run opposite to one another, the ledger plates being eliminated. Claims made for this machine are: Elimination of vibration, side draft and clogging when cutting; a saving of power, sharpening blades, and strain on driving gear and four times the cutting surface.

H. Cater, Brandon, showed a full line of his wood and iron pumps. He has introduced an innovation on his wooden pumps which permits the use of a handle, pump jack or windmill, an arrangement which should prove very popular. One such pump was in operation on the grounds in connection with a pump jack operated by a Monarch stationary engine and a Star windmill.

A. H. Pohl, Berton, Man., again showed his grass and weed digger which however has never been put on the market.

L. Jones, Killarney, showed an automatic opening gate of his

own design. Driving over inclined boards connected by an ingenious arrangement of pulleys opens and closes the gate.

The Western Steel Products Co. Ltd. showed a line of their corrugated iron culverts.

A full line of Beatty Bros. sanitary barn equipment was shown in an exhibit in charge of J. M. Thompson and Alec Johnston of Winnipeg. Litter carriers, hay carriers, steel stanchions and cow ties, calf pens and horse stall equipment were included. A pump jack, a grinder, a churn and a washing machine also manufactured by Beatty Bros. were belted to a line shaft driven by an International stationary engine. Beatty Bros. also exhibited washers and churns in the Display Building.

A. L. Campbell, Brandon, displayed a line of wire fencing and gates.

The Townsley Manufacturing Co. Ltd., Brandon, exhibited their ventilators and lightning arresters and a model of their ventilating system.

N. M. Ferguson & Co., Brandon, exhibited two of their combination grain cleaners and graders. These machines are made in two sizes one weighing 875 lbs., the second 1000 lbs. The claim made for them is "greater capacity along with good work." N. M. Ferguson was in personal charge of the exhibit.

J. B. Hathaway, Brandon, exhibited two of his centrifugal threshers. The machines were fully equipped with wind stackers, baggers, etc., and were driven by two Titan tractors. Demonstrations of these separators before the Brandon Board of Trade this summer gave a ninety-eight per cent. separation. Four will be given a practical test this fall in order to correct any slight mechanical defects. The separation is designed with the object of providing the half-section farmer with a separator at a reasonable cost.

The Canadian Stover Co., Brandon, showed a complete line of their washing machines, churns, pump jacks, engines, etc.

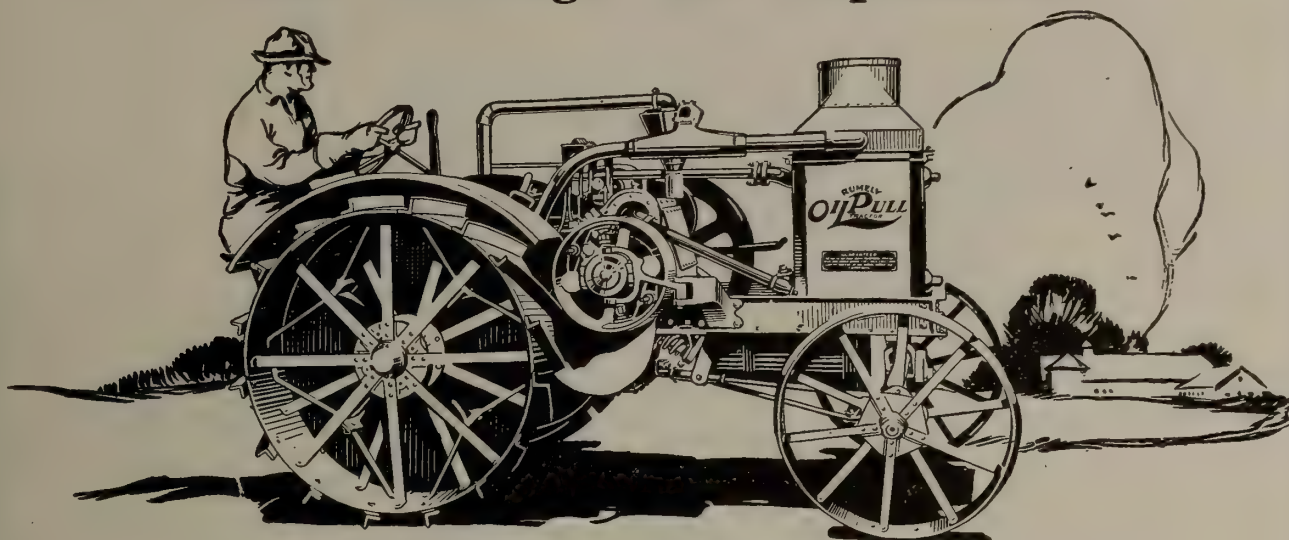
The North Star Oil & Refining Co., Brandon, showed a full line of their motor oils, gasoline, etc.

The Link Manufacturing Co., Portage la Prairie, exhibited a Liberty Grain Blower in operation. This is an air blast machine with a capacity of 300 to 800 bushels per hour.

The Mair Manufacturing Co., Birtle, Man. exhibited the Tufts Food Saver. This is simply a

(Continued on page 23)

Why Did the OilPull Sell Even Through the Depression?



The Advance-Rumely Plant Never Closed Down a Day!

WHAT made this unprecedented record possible? What gave these great factories enough business to keep them going even through the blackest hours of the 1921 depression?

The answer is simply this: Advance-Rumely dealers were selling. The men who had the OILPULL were selling tractors—even in those dark days when thousands of plants were closed down and thousands of implement dealers were idle.

That is the kind of a franchise that pays. It means profit to you. It means protection. It is a

kind of business insurance that cannot be beaten.

OilPull Tractors sold during the depressed times because the OILPULL is a good tractor. It is an investment that the farmer can make with safety even in hard times. Whatever price he pays he will always get more in return. That is one reason why our deliveries for the first four months of 1922 show an increase of 45% over the corresponding period last year.

OILPULL

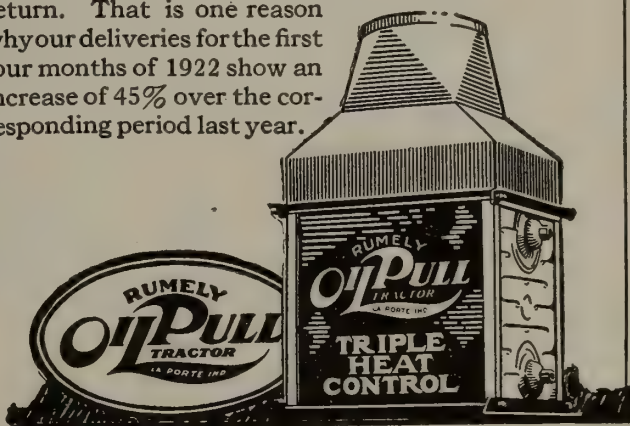
"The Cheapest Farm Power"

The experience of our dealers during a time when, in many cases, even bread and butter was at stake, should make you want to tie up with such a line. An assured business even in rough times is something every man wants.

There are some territories where dealers can be taken on. Write us for information and our **FREE BOOKLET** on Triple Heat Control.

ADVANCE-RUMELY THRESHER CO., Inc.
Calgary, Alta. Regina, Sask.
Saskatoon, Sask. 48 Abell Street, Toronto, Ont. Winnipeg, Man.
Served Through 30 Branches and Warehouses

The Advance-Rumely Line includes kerosene tractors, steam engines, grain and rice threshers, alfalfa and clover hullers, husker-shredders and farm trucks



Advance-Rumely
Thresher Co., Inc.
Dept. RR, LaPorte, Ind.

COUPON

Gentlemen: Please send dealer proposition and copy of Triple Heat Control booklet, explaining one of the big OilPull features.

Name
Town County
State R. F. D.

ADVANCE-RUMELY

Advantages of Dairying

The greatly increased interest being shown in the Canadian West by farmers in better livestock, dairying, and the purchase of equipment to economically handle their work is an excellent sign for business generally. The farmer who has stock and who keeps cows is a better customer for the dealer, and the dairying community is generally a prosperous community.

The implement dealer to-day is overlooking a great business opportunity if he does not carry cream separators and dairy equipment. In many territories the sale of milking machines may be effected, and barn equipment is a logical necessity for the man who owns good cattle.

The advantages of dairy farming are indeed many, in addition to the immediate relief to farmers through the monthly checks for milk, cream, butter and other by-products. Increased hog production goes hand-in-hand with dairying. Skimmed milk provides excellent feed for young pigs, permits their being weaned earlier, the raising of two litters, spring and fall. Substantially increased hog raising is made possible by the dairy cow.

Increased poultry production by feeding skimmed milk and

buttermilk to little chicks and chickens, are increase in the production of eggs and income from that source. Dairy by-products are always in good demand for food. The prices of dairy products, as a rule, vary much less than the prices of other farm products on the market.

The farmer who has 10, 15 or 20 milch cows, or more in instances where he has land, feed and capacity for taking care of more, and who, as a result follows the diversified farming route—more pastures, more rotating of crops, more hog raising, chicken raising—does not feel the effect of hard times like the continuous crop-raising farmers. The dairy farmer has a steady cash income that gives him a buying power not possible to obtain throughout the season by any other method of farming.

The Small Thresher is an Asset

Granted a favorable crop this year it is generally conceded that a good business will be done in threshers. The past has proven that the smaller sized separators in the hands of men who own tractors and who grow grain on any respectable scale are great instruments for economy. The dealer should by all means pay close attention to the possibilities

of the thresher trade in his territory, for it is safe to say that before long it will be as much a rarity to see a grain farmer having his crop threshed by a custom thresher as it would now be to see him have his grain cut with a custom binder.

Implement dealers all over the Canadian West have seen the demand for small threshers grow to great proportions. They have sold the thresher with its team mates, the tractor, power plow and tractor disc.

Small threshers have been manufactured for a long time, but until the last few years the demand for them in this country has been restricted. A custom thresherman had little or no use for them, and it was seldom that an individual farmer could be interested.

All this was changed with the advent of the small tractor. During the war years, the demand for grain separators of smaller size was far in excess of the supply. The thresher manufacturers and distributors had to reject many an order.

The trade should be happy to realize, however, that the small tractor has had a dramatic introduction to the average farmer—one that he can never forget. Thanks to the small tractor, one more sales unit has thus virtually been added to the standard line of farm equipment.

In some quarters there has been a little complaint that the capacity of some small threshers

has been over-rated to the purchasers. Such complaints are generally without cause. It is probable that they spring from the disposition of nearly every farmer to overtax his machines. This is a tendency that salesmen should warn against incessantly.

The rise of the small thresher in the esteem of the farm equipment industry is evinced more than ever by the recent manufacturing activity in this respect. A good many new small threshers are being offered to the farmer through the trade. That the manufacturers are finding this field so attractive is perhaps the most indisputable tribute to the merit and popularity of the small thresher.

Keep Your Tractors Sold

It will pay dealers to make unusual efforts this year in order to make the tractors they handle popular with local farmers. The consensus of opinion among tractor authorities is that unprepared dealers will be unable to face the fire of competition during coming months. This statement need not discourage anyone; for hard work, properly directed, will bring success in the tractor business. Dealers who handle tractors which are popular among local farmers will keep on adding names to their customer lists.

There's many a slip twixt the dotted line and the perforated numerals.



TRAILERS

We Make a Trailer to Meet Every
HAULING PROBLEM.

Pleasure Car Size $\frac{1}{2}$ to 1-Ton Capacities
Truck Sizes 1 to 10-Ton Capacities

DUMP BODIES and HOISTS

Automatic and Hoist Operated Dump Bodies
1 to 10 Cubic Yards.

Hand Hoists - - 1 to 4 Tons

TRUCK UNITS

DOMINION TRUCK UNITS Convert all Reliable Makes
of Pleasure Cars into Dependable Trucks.

Write for Literature and Prices

Dominion Truck Equipment Co., Ltd.

Established 1914

Kitchener, Ontario.

For Bigger Fall Business---Sell "EASTLAKE"

Portable Corrugated GRANARIES

Strong, rigid, durable, simple, easily erected. Our prices are adjusted to meet the buyer, and assure a heavy demand. Your customers get the biggest granary value on the market.



"EASTLAKE" Construction Assures Sales

Erect one by your warehouse.
The following sales points bring the orders:
The "Eastlake" fills from any side.
Two unloading chutes with padlocked cut-offs.

Two pressed steel doors.
Machine-made throughout; indestructible.
Interchangeable and removable side and roof sections.
No cast iron used anywhere.

ACT QUICKLY—GET OUR SPECIAL GRANARY OFFER
QUICK TURN-OVER AND GOOD PROFITS ARE YOURS

The Metallic Roofing Co., Limited
Manufacturers

797 Notre Dame Ave.

WINNIPEG, MAN.

A Brief History of Fire Insurance

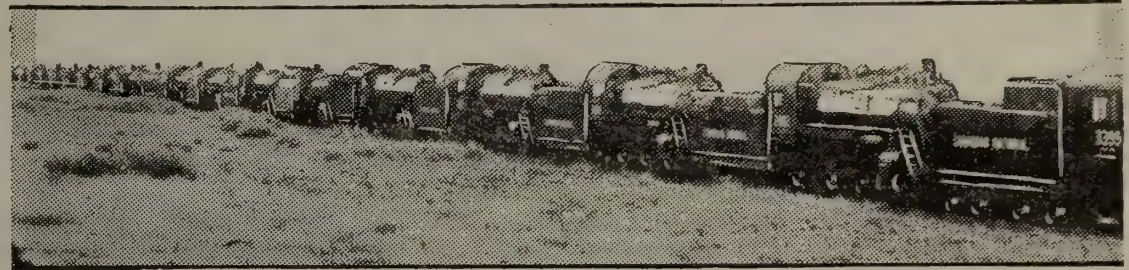
It is not generally known that fire insurance is of considerable antiquity and that the oldest form of insurance against fire is the mutual system. Mutual fire insurance is not a new idea by any means, as is shown by the following facts:

It was about one thousand years ago, back in Iceland, that the Norsemen evolved a system of indemnifying each other for loss of property by a proportional contribution of dried fish, seal skins, etc. The first record of actual fire insurance was about 1240 A.D. when the laws of Flanders provided that the members of a community, as a whole, should make good a loss which fire might cause to an individual. The oldest fire insurance company in the world, with a record of more than three centuries of successful business, is the Hand in Hand of England. Three hundred years of service has surely proven that its plan is sound. There, in brief, is the early history of fire insurance—and it is all mutual. It is not Mutual Insurance that is the new and untried but rather stock or old line insurance that is the infant in the field.

The oldest fire insurance company in America is mutual, and it is still prospering and going forward. Benjamin Franklin was one of the founders and among the first directors. This company, the Philadelphia Contributionship, was established in 1752. It now has a record of one hundred and seventy years of honorable, successful service. Then back in 1794 the Mutual Insurance Society of Virginia was incorporated and numbered George Washington and Thomas Jefferson among its strong supporters. It is still in business and stronger than ever, after having paid all its losses, which have risen in the past one hundred and twenty-eight years, and saved its policy holders millions of dollars in the cost of their insurance protection.

Mutual Insurance is not, therefore, the untried and experimental protection that some would have you think it is. It is the oldest form of insurance indemnity in the history of the world and in the history of our own country—in fact, it was the only form of protection known up to within about two hundred years ago, when the stock insurance company came into existence and the idea of turning the misfortunes of the people into a profitable enterprise for a few was realized.

Engines and Cars await Grain Rush



Preparations upon a monumental scale for the marketward movement of Western Canada's 1922 grain crop have been made by the Canadian National Railways. Hundreds of giant locomotives and tens of thousands of freight cars have been put through the Railway's shops at Winnipeg and made fit and ready for the greatest traction effort of the year—and of many years.

This mobilization of equipment has been in progress since the beginning of the year, with the result that Canadian National Railways are now fully prepared, waiting, and even eager to get to the business of hauling grain. If all the engines ready for service were placed end to end, they would stretch out for a distance of more than ten miles; while if all the cars prepared since the first of the year for the movement of grain were placed end to end, they would stretch out approximately 350 miles.

The history of the preparation starts with the desire on the part of the Management to ease the

unemployment situation last Winter, and at the same time accomplish some useful purpose. The Management conceived the idea of putting into the maximum of efficiency all of the bad-order equipment on western lines. Full staffs of men were set to work in the two great shops and yards, and ailing locomotives and freight cars headed in for treatment.

The locomotives ready to move the crop have an average length of 65 feet. Some conception of the enormous power represented in these iron steeds may be gleaned from the statement of fact that assuming them to be equal to the Mikado, capable of drawing 4,540 tons; the hauling capacity of these locomotives would be 121,520,339 bushels of wheat if all the engines were hauling capacity trains at the same time. In other words, the motive-power prepared by the Canadian National for moving the crop, is equal to the task of hauling about one-third of the total crop of Alberta, Saskatchewan and Manitoba at once.

With the Manufacturers

After years of experimental work, the Hyatt Roller Bearing Company has developed an anti-friction roller bearing, built so as to be interchangeable with double row ball bearings. This new bearing has the successful qualities of the original Hyatt bearing, with many added improvements.

The rollers are still the Hyatt roller, only more of them, which increases the carrying capacity materially. The additional rollers are made possible by running the bars, which hold the cage in place, through each roller, thereby increasing the number of bars, making for greater cage strength, at the same time more evenly distributing the load over the bearing surfaces.

Ransome, Sims and Jeffries, of Ipswich, England, have developed a new expanding 8 disc harrow specially intended for cultivating the soil between the rows of growing crops, such as corn, or for orchard use.

As each disc gang is adjustable to cultivate either on the level or at a tilted angle, as well as to "out-throw" or "in-throw" the soil, the harrow is particularly adaptable to a great variety of purposes for crops requiring the earth to be thrown either to or away from them. Furthermore, this disc harrow is very effective in maintaining surface cultivation and preventing weedy growths. Its main feature, however, is its adaptability for culti-

vating crops growing either on hillside or ridges.

The Jopp Stewart Tractor Co., of Clinton, Wis., will establish a Canadian factory at Kitchener, Ont. They will build a tractor of the four wheel drive type. A. M. Kerr, manager of the Four Wheel Drive Co., Kitchener, will be manager of the tractor company.

The International Tank and Silo Co. will locate at Galt, and begin the manufacture of silos, tanks, grain bins, gates, etc.

Mr. E. E. Russell, Vice-President in charge of Purchasing of the J. I. Case Threshing Machine Company of Racine, Wisconsin, has just returned from a three months trip through Europe, where he has been studying European conditions.

Mr. Iverson, Sales Manager of the Advance-Rumely Thresher Company, La Porte, Ind., was a visitor at our office recently, on his way home after a business trip throughout the West in the interests of his company. He reports that crop conditions in Calgary territory show a fair improvement over the crops of last year, which would indicate that the business in that territory should be a little better than last year.

In the Saskatoon and Regina territory there is a decided improvement. If the weather continues favorable, they should have one of the biggest crops in the history of the country. Na-

turally this will be reflected on the amount of business in these territories. The managers at these points are very optimistic over the prospects and feel that they will get a very good volume of business.

The conditions in the Winnipeg territory are also good.

Taking it as a whole, the Western Canadian provinces have the best crop season they have had for a number of years, and there is no doubt that this should be reflected on the amount of business received from this territory.

Announcement is made by the Cleveland Tractor Company of the appointment of Mr. Edward Soule as Foreign Sales Manager with headquarters at the company's general offices in Cleveland.

Mr. Soule's early career as an attorney-at-law led him to appreciate the value of law training in business and brought him, after a term of years with the Studebaker Corporation's Foreign Department, into the position of Assistant Foreign Sales Manager of The Cleveland Tractor Company.

He held this position from the beginning of 1917 until his recent promotion to the managerial responsibility. Mr. Soule reports a very decided improvement in foreign tractor business during the last sixty days.

Buggy Demand General

The demand for buggies this season has been a surprising feature to those dealers who have forgotten what it feels like to display a "job." And this demand seems general. The sorry thing, however, is that practically no buggy stocks are available—that Canadian manufacturers at least do not seem to be carrying their lines in the Canadian West. This condition also applies to the Western States, as the following story shows:

A man in Condon, Oregon, wanted a buggy and sent his order to a firm in Portland. The firm, which styled itself "The Leading Vehicle House" did not have a buggy in stock. A search of local wholesale houses was made without success. Not a firm had a buggy. New enquiries were sent to dealers in three or four nearby towns, but no buggy could be located. Finally a salesman remembered—possibly because of its rarity, that he had seen a buggy on the floor of a dealer in Central Point. The buggy was purchased and shipped the customer. But the latter had the last word in the deal. He wrote:

"The name 'Leading Vehicle

House' evidently means but little. I would imagine that one can hardly expect to build up a business without a stock of merchandise to offer. Certainly you cannot create a demand without a stock on hand. Is it because the buggy dealers lack faith in their business, or because buggy manufacturers are not pushing sales?"

The Motor Truck Pays

In connection with the business building value of a motor truck to the dealer, a dealer said recently:

"We loaded the cream separators right onto the truck and started out. I'm making a house-to-house canvass among the farmers, so we drove right into the yard of every farm house along the way. If the farmer can't be sold new machines, I get him talking about machinery he owns now. Most always there are some repairs needed and I get the order for the repairs on the spot. The extra repair business I pick up in this way pays the cost of running my truck and it helps bring the farmer to me when he is in the market for a new machine."

An Ancient Lack

When did the farmer ever have money with which to buy farm equipment? With the exception of the war-prosperity period, the farmer has always been obliged to buy a very large share of his equipment on time.

We have several times seen the farmer in far worse shape than he is now—and he got over it. Already he is recovering from his after-the-slump indisposition to buy. But we do not believe in yielding forever to the idea that the farmer is in the worst condition of experience.

Mechanical Power in the Farm

The reports of the United States government, of our agricultural colleges, of our tens of thousands of successful tractor owners, all prove that you can farm cheaper and better with tractors than with horses. The farmer who continues to farm with expensive horse labor, in the long run cannot compete in the open market with the farmer who farms with mechanical power. He is handicapped just the difference in the cost of production. Farmers to-day recognize that fact, and as a result the number of prospects at the present time is greater than ever before.



Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.

BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

The Maytag Company Limited

WINNIPEG CALGARY

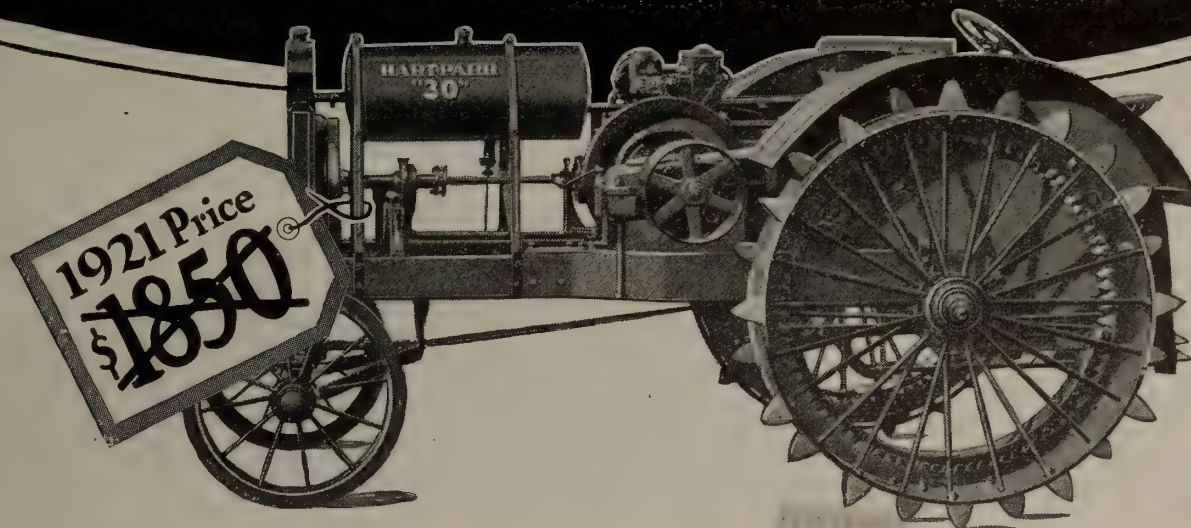
WRITE US, mentioning this publication, for catalogues and prices of the famous ALL-STEEL RUTH SELF FEEDER, any of the six styles of Maytag Washing Machines, Oils, Belts, Headlights, and all other Threshers' Supplies. (PRICES ON REQUEST AND SERVICE UNEXCELLED) Do Not Delay.

HART-PARR "30"

3-PLOW TRACTOR

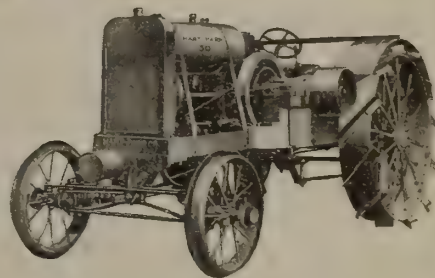
Cut to \$1250

F. O. B. WINNIPEG



A Straight Cut of \$600 From Last Year's Price

Comparison will show that the Hart-Parr "30", at \$1,250 is the cheapest farm power in the world. The tractor we offer at this unparralleled low price is the same identical Hart-Parr "30" that has so consistently won the foremost fuel economy and power tests in recent years. Thousands of farmers have flooded the factory and our dealers with inquiries and orders because of this spectacular price reduction. The Hart-Parr "30" is priced so low that every farmer can afford to own one. Scores of our dealers have been doing a volume of business for the past two months.



Our Contract Mean Real Money for YOU!

There is no other contract written by any concern that gives the dealer a bigger money making opportunity. This new contract gives the dealer sufficient territory to secure volume sales, and provides for thorough co-operation in advertising, sales, and service.

Someone is going to represent us in your community this year. You want this contract—grab it before some other dealer does. Write or wire your reservation now.

—Distributed in Canada by—

Hart-Parr Company, Branch, Regina, Sask.
John Goodison Thresher Co., Sarnia, Ont.
United Engines & Threshers, Calgary, Alta.
Barney Baker Company, Ltd., Regina, Sask.

Barney Baker Company, Ltd., Winnipeg, Man.
SUB-DISTRIBUTOR, SALES AND SERVICE
F. N. McDonald & Co., Ltd., 156 Princess St., Winnipeg, Manitoba.

HART-PARR COMPANY

Founders of the Tractor Industry

527 Lawler Street

Charles City, Iowa



Our advertising to the farmer, now appearing in leading farm papers, is producing splendid results. Our dealers get the benefit of the advertising through the many live, workable leads we give them.



Many of the old Hart-Parrs that plowed the virgin prairies of the Northwest are still in use today. The great grand-daddy of all Tractors was old Hart Parr No. 1, built in 1901.

Self-Oiling Windmill Now Made by Canadian Firm

Ontario Wind Engine & Pump Co. Adds New Windmill to Their Line—Only Self-Oiling Windmill Made in Canada

Ontario Wind Engine & Pump Co. Limited, Toronto, pioneer manufacturers of Steel Windmills in Canada, have placed on the market the first Self-Oiling Windmill made in Canada — so constructed as to require oil "only once a year."

In this Windmill, all gears are enclosed and operate in a bath of special oil which is affected by neither extreme heat or cold, automatically conveying lubrication to all bearings and working parts. This eliminates the necessity for climbing the tower in all kinds of weather to oil—being a big improvement over the ordinary type of windmill.

This new self-oiling unit has also been designed in such a manner that it may be added to any Toronto Windmill now in use, by simply changing heads and using the present wheels.

Although this new Self-oiling Windmill has been on the market but a very short time, the Company reports that considerable interest has been manifested throughout the country in this new addition to the Toronto line and that sales are proceeding in a very satisfactory manner.

Joint Meeting of Manitoba and Saskatchewan Implement Association

The regular monthly meeting of the Winnipeg Wholesale Implement Dealers Association was held in Brandon on July 27, Thursday noon, during Fair week. By invitation a delega-

tion of members of the Regina local association was present.

A very interesting program was staged.

The chair was occupied by Mr. J. P. Minhinnick, President of the Winnipeg Association, with Mr. V. N. Cornwall, President of the Regina Association, supporting him. A feature of the meeting was an address by Mr. J. H. Evans, Deputy Minister of Agriculture for Manitoba, following which short talks were also given by Mr. L. M. Larsen, International Harvester Co., Regina; Mr. V. N. Cornwall, Nichols & Shepard Co., Regina; F. C. Stillson, Vice President, Nichols & Shepard Co., Battle Creek, Mich; H. H. Kohlman, John Deere Plow Co., Regina; J. A. Graham, Massey-Harris Co., Regina; and W. I. Smale, Manager, Brandon Fair.

Those present included the following:—L. J. Mumford, J. I. Case T. M. Co., Winnipeg; L. Maloney, International Harvester Co., Winnipeg; R. M. Robertson, Can. Fairbanks-Morse Co., Regina; R. S. Hamilton, Can. Fairbanks-Morse Company, Winnipeg; L. M. Larsen, International Harvester Co., Regina; V. N. Cornwall, Nichols & Shepard Co., Regina; J. P. Minhinnick, Cockshutt Plow Co., Winnipeg; E. W. Hamilton, E. H. Heath Co., Ltd., Winnipeg; J. C. Brosnahan, International Harvester Co., Brandon; A. C. Davis, Nichols & Shepard Co., Winnipeg; F. C. Stillson, Nichols & Shepard Co., Battle Creek; F. F. Montague, Sharpe, Stacpoole & Montague, Winnipeg; J. A. Tanner, International Harvester Co., Winnipeg; F. X. Chauvin, Huber Manufacturing Co., Brandon; M. J. Carruthers, Advance Rumely Co., Winnipeg; D. L. Nicholson, Aultman-Taylor Co., Portage la Prairie; J. H. Silversides, De Laval Co., Winnipeg; Fred J. Weid, De Laval Co., Winnipeg; G. M. Malmo, Advance-Rumely Co., Regina; John Robertson, Sawyer-Massey Co., Winnipeg; H. H. Kohlman, John Deere Plow Co., Regina; F. J. Pineo, International Harvester Co., Brandon; David Drehmer, John Deere Plow Co., Winnipeg; A. S. Barker, Garden City Feeder Co., Regina; J. A. Graham, Massey-Harris Co., Regina; A. A. Campbell, Massey-Harris Co., Brandon; H. A. Knight, Russell Grader Manufacturing Co., Regina; A. E. Cook, Massey-Harris Co., Winnipeg; Doug. R. A. Drummond, E. H. Heath Co., Ltd., Winnipeg; H. Quane, J. I. Case T. M. Co., Regina; J. H. Redden, J. I. Case T. M. Co., Winnipeg; W. R. Cole, Bell Engine & Thresher Co., Winnipeg; S. Noch, Gilson Manufacturing Co., Winnipeg; J. H. Evans, Department of Agriculture, Winnipeg; W. I. Smale, Brandon Fair, Brandon; O. A. Cohagan, Nor'-West Farmer, Winnipeg; S. B. Blackhall, Canadian Farm Implements, Winnipeg.

At the conclusion of the meeting an invitation was extended by the Regina Association to join with them in a meeting to be held in Regina, August 2. A representative attendance from Winnipeg Association was assured.

It's a wise exchange that knows its own par.

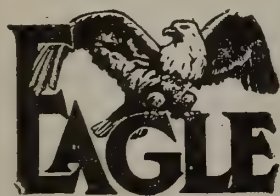
Some holders of German marks are taking correspondence lessons in paper hanging.

"Waterloo" Champion Separators

Six Sizes:—20x36, 24x36, 28x42, 32x52, 36x56, 40x62

Capacity and economical, efficient work are what the farmers require in a separator this Fall. You can offer your trade no better threshers than the well known "WATERLOO" line. Their reputation for fast, clean work and ability to handle the crop under the most adverse conditions makes them a line that outclasses competition.

Belt the Waterloo Champion to a Heider or Eagle Tractor and you have a team that can't be beaten. Our Separators are equipped complete with Wind Stacker, Feeder, Wagon Loader and Register. Get our prices, and let us co-operate with you in closing your prospects.

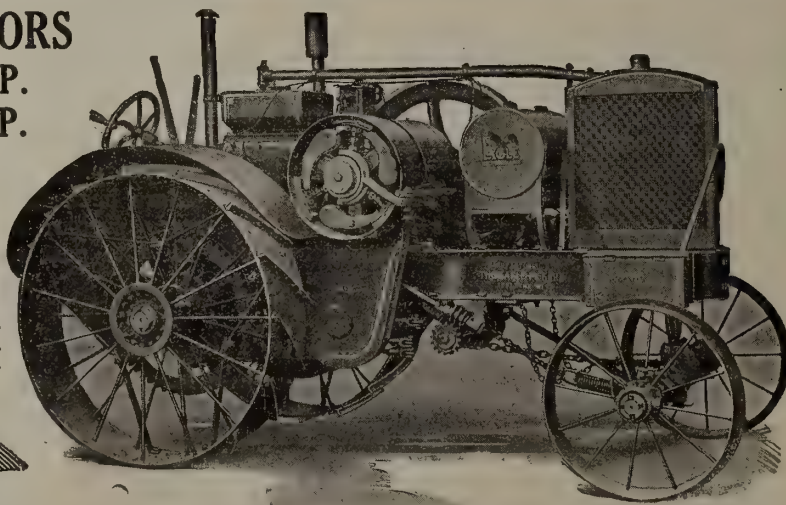
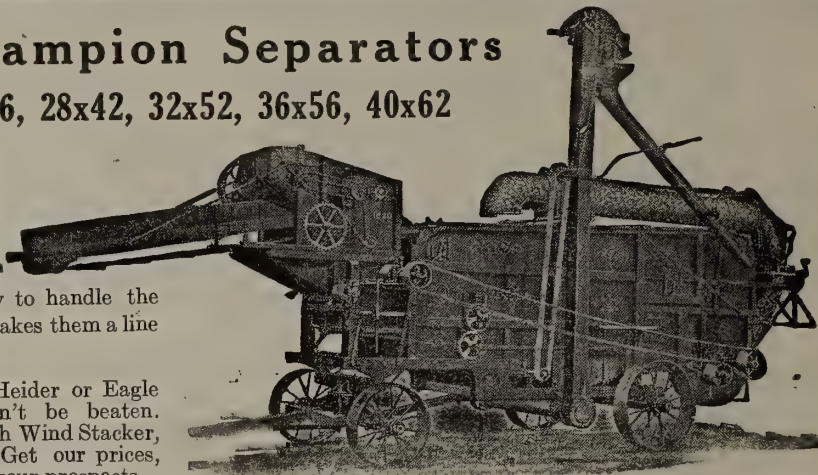


TRACTORS

12-22 H.P.

16-30 H.P.

The most economical and dependable power you can sell your customers for field or belt work. For threshing the Eagle delivers smooth, steady power, and over the rated capacity. Observe the location of the large, wide-faced belt pulley. Equipped with horizontal, twin-cyl., valve-in-head motors. 12-22 is 7x8"; 16-30 is 8x8". Use gasoline or kerosene perfectly.



HEIDER TRACTORS

12-20 and 9-16 H.P.

Tractors with a reputation for over 14 years actual field work that assures the purchaser a machine that makes good under every condition. Have no gears to strip—15 to 20% fewer parts. Seven speeds, forward or reverse, with one lever, on one motor speed. Ask for full particulars and our latest prices.

We handle:—Kerosene and Gasoline Tractors, Plows, Discs, Portable and Traction Steam Engines, Separators, Wind Stackers, Baggers, Etc.

The Waterloo Manufacturing Company, Ltd.

Portage La Prairie
Regina

Winnipeg
Saskatoon

CATALOGUES SENT ON REQUEST

Beyond the Profit of To-day

By Berton Braley

Lord, give me vision, that shall see

Beyond the profit of to-day
Into the years which are to be,
That I may take the larger way

Of labor and achievement; so
Help me fashion, staunch and sure,
A work my fellow men shall know
As wrought to serve—and to endure.

I seek for fortune, Lord, nor claim

To scorn the recompense I earn;
But help me, as I play the game,
To give the world its just return.

Thou mad'st the earth for all of us,

Teach me, through struggle, strain and stress

To win and do my share, for thus
Can profit lead to happiness.

Guard me from thoughts of little men

Which blind the soul to greater things;

Save me from smug content and then

From greed and selfishness it brings;

Aid me to join that splendid clan
Of Business Men who seek to trace

A calm, considered working-plan
To make the world a better place.

Bankers Endorse Dairy Farming

In a recent issue of the De Laval Monthly, an interesting chart is shown, based on data from 1800 bankers in response to a questionnaire sent out by the company. The questions asked included:

"What is the farmers' interest in dairying as compared with last year?"

"Are you encouraging the purchase of better dairy stock?"

"Are you accepting separator notes?"

"Is the note payment plan preferred?"

If there is any question or doubt regarding the future of the business of dairy farming, a glance at the chart above should settle it. Three facts stand out clearly: (1) there is far greater interest in dairying among farmers than there was last year; (2) the banks are encouraging their farmer patrons to purchase better dairy stock, and (3) are accepting separator notes. Bankers are thoroughly sold on dairy-

ing and are intensely interested in the agricultural development of their various communities, and to this end they are aiding and co-operating with their farmer patrons in a very practical way, and they find that such co-operation is a paying proposition.

Of the 1,800 bankers answering the question of how they stood on the "Note Plan" in financing the purchase of separators, 426 said they had had no opportunity to handle this kind of paper. This shows clearly the need for greater co-operation between dealers and bankers.

Of the bankers who wrote the De Laval Company, 29 per cent. recommended Plan No. 1 (Monthly Notes). There are many good farmers who are in actual need of a separator or milker, and if they are honest and progressive the monthly payment plan gives them an opportunity to install a machine and let it practically pay for itself from its savings.

Ball Bearings in Thresher Design

The heavy, fluctuating loads, high speed and great weight of revolving parts, soon cause distortion of thresher frames, severe shaft bending and excessive strains in plain bearings which inevitably run hot, bind and wear. To cool hot bearings, make adjustments and replacements mean a serious loss of time and money. When the maintenance and frictional power waste of one plain bearing is multiplied by 20 to 30—the total number of them in the machine—it can readily be appreciated why farmers judge a thresher by its bearings.

The largest thresher manufacturers have found self-aligning ball bearings excellent to withstand these brutal conditions with a minimum of attention and maintenance. They run practically frictionless under all load and speed conditions, and automatically compensate for shaft deflections.

Tell Them About Implements

It is a sorry lot of implements that you will find on the majority of farms to-day. May we suggest that you, as an implement merchant giving service second to none in your community, selling complete machines and repair parts, introducing new types and styles when needed, being a constructive force of great importance, that you tell them about it by word of mouth, by example, by advertising? You should tell the world of the

real constructive work being done by the real implement dealer.

Tractor has No Trade Union

The parable of the ten wise virgins who were prepared for the coming of the bridegroom is applicable to the farmer of to-day. The man who is using power on his farm and had his tractor well prepared for the season's work did not have to worry much. He was able to work before breakfast and after supper if conditions made such practice necessary. The tractor knew no ten-hour day.

The Price of Farm Products

In addition to this year's features of the price situation on farm implements, the price of farm products has been rising gradually the past four months. The price of wheat is considerably higher than for some time, and the prices of hogs and cattle have also been raised, with the result the situation is much better now for approaching the trade for goods for 1922 than it was at any time last year. There is every indication that agricultural products touched bottom some weeks ago and the outlook is exceedingly better. The gap

is gradually being closed between the prices of farm products and the prices of other commodities; in fact, it has already been closed as far as some commodities are concerned, and among them are some classes of agricultural implements. How does this affect the dealer?

The point is thus: Are you taking advantage of this situation in talking to your trade? When everything was against you in the way of prices the farmer did not hesitate to tell you about it. Are you using the same means of telling him at this time how much brighter things look from his standpoint? You can do a great deal just now to help yourself in a business way by making it a point to discuss some of the facts given you above with your customers. Business is getting better and if you have not noticed it in your own business it is because you are not taking advantage of the situation as it exists today, and you are not driving home to your customers the favorable aspect of the situation.

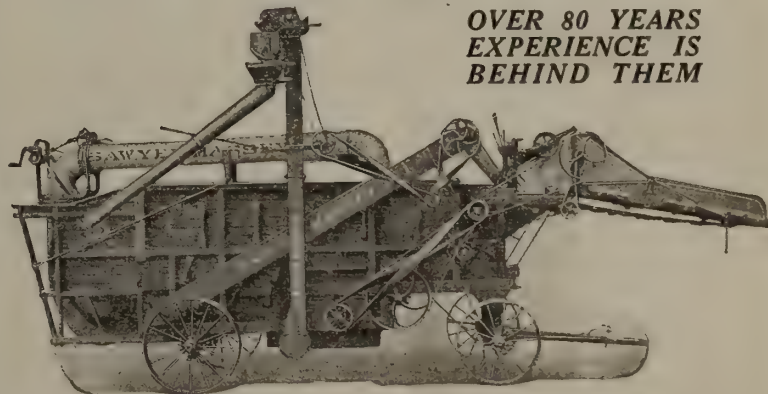
Do a man a favor, and he'll want to do likewise.

Frozen credits might be defined as the frost on accounts all over-due.

Sawyer-Massey Co.

TRACTORS • THRESHERS ROAD MACHINERY

REPRESENT CANADA'S PREMIER THRESHER THIS SEASON
Five Sizes:—22x36, 24x40, 28x44, 32x56 and 40x64



OVER 80 YEARS
EXPERIENCE IS
BEHIND THEM

Every progressive dealer realizes the value of reputation behind the Thresher he sells. The fathers of the men who farm to-day used Sawyer-Massey Threshers. Their sons are good prospects. Our Threshers run easily, have great capacity and do fast, clean work. They are built up to the Sawyer-Massey standard of value. Strongly constructed in every particular—they take the pull of the tractor and handle the work perfectly under the most adverse threshing conditions. Ask for details and prices.

Sawyer-Massey Company, Limited.

Head Office and Factories: Hamilton, Ont:

WINNIPEG REGINA SASKATOON CALGARY EDMONTON

Dairy Equipment Business

Possibly as a result of the risk inseparable from grain farming, and the passing of record prices for grains due to the lowered production in the war years, dairy equipment concerns report a live interest in all types of dairy equipment.

Successful dairying depends upon two elements—a reasonable profit to the producer and a selling price low enough to encourage demand. Many a farmer who has been lured into the dairy business by the prospects of quick returns is failing dismally simply because his methods are too uneconomical to give him a reasonable profit. One way to obtain reasonable profit is to get better cows. One good cow will produce as much as two or three poor cows. Another cause for failure is lack of up-to-date dairy equipment; and in this the implement dealer should be a promoter of better dairying methods in his community.

The development of the cream separator marks the beginning of the rapid development of the dairy industry throughout the world. It has put dairying on a paying basis, says the De Laval Monthly. It has furnished a means for better homes, for better barns and for better equipment. It has done more than any other one influence to develop the country along dairy lines. The western farmers, who had been depending on grain, found that they were growing poorer each year. They were unable to market what milk they produced at a profit. The cream separator came to their rescue. With it they were able to take out the cream quickly and completely, and ship it to the creamery even if it were a hundred miles distant. Their cream brought cash instead of trade. The separator broadened their market to include every creamery within many miles and, because of the high quality of the cream, they were able to get a larger cash income than they ever dreamed was possible. This income was steady and sure, and enabled them to pay cash as they went along.

Therefore, the cream separator is universally recognized as having been one of the greatest factors in modernizing dairying, quadrupling dairy production, saving much time and labor as well as a large percentage of butter-fat formerly wasted, and greatly improving the quality of cream and butter.

Viewed from every angle, the dairy business is bound to grow and prosper. It has a beneficial

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF AND DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS VEHICLES, ENGINES AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG.

WINNIPEG, CANADA

Eastern Canadian Offices:—J. B. Rathbone, 95 King St. E., Toronto; 317 Transportation Bldg., Montreal.

SUBSCRIPTIONS

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Single Copies, Ten Cents.

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RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the Implement and Vehicle Trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted, but do not undertake to endorse opinions expressed by correspondents.

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WINNIPEG, CANADA, AUGUST, 1922

effect on every community, aside from its economic aspects, in that dairying calls for a higher type of intelligence and management and brings out the best in a man.

It is true that in the past dairying has been avoided by a great many men because of the so-called drudgery which was generally associated with the dairy business. This, however, can no longer be said of dairying. Mechanical appliances, such as the cream separator, the milking machine, modern barn equipment, etc., now enable the dairy business to be conducted on just as efficient and pleasant a basis as any other business. In fact, it can be said that the dairy business can now be put on a machine basis, and the arduous hand labor practically eliminated. This will undoubtedly attract a great many men to the dairy cow who have heretofore held aloof.

Implement Production in Australia

The number of establishments in Australia manufacturing implements in 1915 was 153, employing 3,606 persons, paying £428,370 in wages, and producing machines and implements valued at £1,299,308. The great majority of these establishments were small, the Sunshine Harvester Co. being much larger

than all the rest together. Since 1915 the total number of establishments has decreased to 141, paying £465,558 in wages, with a total output valued at £1,282,931.

Articles manufactured in Australia are stripper harvesters, stump-jump and other plows, harrows discs, cultivators, corn shellers, baggers, drills, etc. The reason for the use of the stripper harvester is that the ripened grain is extremely dry, due to the atmospheric conditions at the time of harvesting, and the grain must be handled as little as possible. It is garnered and threshed by the stripper harvester in one operation. The straw is sometimes mowed afterwards, but most of the Australian demand for straw is met by wheat and oats ruined by drought and not harvested for grain.

Three companies are making farm tractors in Australia—the Sunshine Harvester Co., the Jelbart Tractor Co., and the Murnane Co. The Jelbart tractor uses crude oil for fuel, and the Murnane tractor is guided by reins like a horse. McDonald Bros., of Melbourne, also make a tractor, but devote most of their facilities to the manufacture of road rollers, in which they have been very successful.

The Functions of the Dealer

In the first place, the dealer's three paramount functions are those of sales, service and accounting. If those three functions are efficiently performed, it leaves little opportunity for the retail man to carry on any direct educational program calculated to teach the farmer that the dealer's reward is small in proportion to his risks. Indeed, in the opinion of the Implement & Tractor Trade Journal, the best and most effective way possible to get that idea "over" is through the efficient performance of the three functions mentioned.

Rather than tell the farmer directly about the high costs, low margins and slow turnover in the retail implement business, let the dealer emphasize those indisputable points by his very methods of doing business. The dealer who is invariably careful as to his settlements and collections can scarcely fail to carry the impression to the farmer that the implement business is one which demands economy of operation. It is the truth, surely, and the farmer can hardly have too much of it.

As for the indiscriminate granting of credit, a fault with which no one can charge the implement trade this season, it is unfair to blame the farmer for the impressions that he may have gathered about a dealer's business wherever the practice formerly prevailed. It is fashionable for the farmer to talk and think much in terms of co-operation, but, being human, he has never been willing to co-operate to the extent of carrying his weaker brother on the books of some retail implement establishment. Of such he does not think when he speaks of co-operation.

Herein, partly, lies the virtue of the interest-bearing note which the careful dealer insists upon in time sales. It not only insures the dealer payment for the use of his money, but, when the policy becomes widely known among a firm's customers, it should assure the cash-paying farmer that he is not helping to carry his fellow farmer who buys on time. Brotherhood and fellowship are excellent attributes of any co-operative organization of farmers, but if they require the well-to-do man to help pay the debts of the man who is not so well-to-do, something is going to happen to the organization in which this requirement persists, something in the nature of a collapse.

An ounce of sureness is worth a ton of explanation.

Cleanliness and the Milking Machine

Where milking machines are used, says a British writer, the question of thorough cleansing is of even greater importance than where only hand milking is practised. All parts of the machine which come in contact with the milk must be thoroughly cleansed at least once daily, and the time required for this work necessarily varies according to the construction of the machine. Those with simply-made teat-cups, the minimum amount of rubber or celluloid tubing, the fewest joints, and with milk receivers without crevices and easily washed by hand, will be most advantageous in this respect, whatever may be their merits or demerits in others.

After pointing out that the common type of milking pail is widest at the mouth, so that it may be easy to milk into, though this advantage has the corresponding disadvantage that all the pieces of litter, hairs and dust which fall from the udder cannot but drop into the milk, the writer adds that when a milking machine of the suction type is used all the advantages accruing from the use of a milking pail with a small opening are obtained.

The amount of visible dirt gaining entrance to the milk is undoubtedly lessened in cases of mechanical milking, at least so far as the milk drawn by the machine is concerned, but the germ content may be increased and the keeping quality and flavor of the milk depreciated if the parts with which the milk comes in contact are not kept scrupulously clean. When stripping is done by hand after the removal of the machine, it is desirable that all the precautions already-described should be taken as to cleanliness of udder and teats, otherwise the strippings will contain exceptionally large amounts of dust, hair and dirt and increase the germ content of the milk, while at the same time raising the percentage of butter fat.

The Metal Granary Invaluable

The metal granary or bin has been popular in the Canadian West for years, yet its sale has often been neglected by the dealer. They are a popular line because they are economical, compact, handy and are certain to protect grain from the elements, at the same time safeguarding it from rats and mice. Metal grain bins are gradually being introduced into every farming community. There is no reason why business in this line should

not be unusually good. A dozen new bins are needed where one is now in use. Many farmers who are using only one bin each, could use several with benefit. Other farmers have not yet invested in bins, but will do so when properly approached.

Storing grain in a metal bin is like putting money in the bank. The use of a metal bin offers a farmer positive assurance against all hazards which mean grain losses. Remember this, implement dealers.

Isn't it interesting to know that several thousand metal bins were sold in the United States last year, and almost without exception paid for themselves in the grain saved. This being the case, why not save grain for other farmers by showing them the modern type of grain bin.

There are many old granaries scattered over the country which are worse than useless, yet they are being used for grain because better facilities are not available. Many of the old wooden granaries could hold baled hay in a pinch, but cannot keep grain where it belongs. Rats and mice have a merry time about such old fashioned granaries, and wax fat on the results of the farmers' labor. And an occasional heavy rain finds its way through the holes in the roof, assisting the rats and mice to hasten wastage. Yes, everything considered, it's time to replace the old wooden granary with modern metal bins. Show farmers the modern way of protecting grain. Don't allow a farmer to run away with the idea that the metal bin is a fad. Convince the prospective customer that the modern metal bin is a necessity, and that he cannot invest his money to better advantage than by buying a bin.

Metal bins are particularly suitable for holding oats, wheat, barley and shelled corn, although they will protect other products equally well.

Bosch has Two New Fordson Accessories

In response to a very insistent demand among Fordson owners for Bosch magneto ignition, the American Bosch Magneto Corporation has just brought out a new fitting which enables any Fordson owner to readily equip his engine with a Bosch Magneto. It has also brought out a Bosch Governor which can be mounted directly on the Bosch Magneto Fitting, being driven by the cam shaft gear, which is the same gear used for driving the magneto.

The new Bosch Magneto Fitting

for Fordsons can be supplied with, or without, the Bosch Governor, and with either the ZR or DU type of Bosch Magneto. It fastens onto the front part of the Fordson engine, it being easy to make the installation as the radiator does not have to be removed and there is no special machine work or complicated fitting to be done. It is only necessary to remove the Fordson ignition system, and to take out two bolts in the gear housing. The Bosch Magneto Fitting can then be bolted to the front of the engine and the installation quickly completed.

The Bosch attachment is extremely simple. There is a drive shaft extending from the engine cam shaft to magneto, and one set of spiral gears. The bracket is a heavy malleable iron casting containing large bronze bearings and big engine oilers.

The Bosch-Fordson Attachment comes equipped with either the Bosch Impulse Starter Coupling, or with the Bosch Adjustable Coupling. It is preferable to secure the Impulse Starter Coupling because this little device makes starting extremely easy. It automatically speeds up the rotation of the magneto when the engine is starting or operating at low speeds, thereby producing a spark of the same intensity as is developed when running at high speed. The impulse member automatically disengages when the engine speeds up.

Quality in Storage Batteries

In connection with their line of Batteries, the Breen Motor Co., Winnipeg, point out that car owners who have used storage batteries have found that some types of storage batteries are much longer lived than others. The type of storage battery that is short lived should have a lower list price than the longer lived battery.

When a car owner buys a storage battery, while he may not have a clear idea in his mind just what type of battery is going to give him the greatest satisfaction, what he really wants is a battery that is going to give him the longest possible life per dollars and cents invested. They state:

"Using quality and satisfaction as a basis to transact our Battery business on, we are offering to the Battery user the Philadelphia Diamond Grid storage Battery, which is made up in several types to fit any make of car. As the longest lived Battery we know no better. This

Storage Battery is built up of three basic principles that are patented and found only in Philadelphia Diamond Grid Batteries."

Standardizing the Buggy

In connection with the elimination of certain styles of buggies, says a contemporary, it will be natural for some manufacturers to adhere to certain styles that have long been part of their stock in trade. This is pardonable and fair, as these same styles have become in a way a trade mark, and should be looked upon as an asset.

The question of curtailing the number of styles in general, however, means that there will be a more satisfactory operation and that the chances for sales are more likely to be made profitable. Then the matter of prices can be adjusted with a decrease in overhead where the manufacturer can confine his output to a limited number of styles. These can be diversified enough to permit of variety, and they can at the same time become distinct; that is part of the individual firm's general scheme of manufacture. The idea should be to curtail overhead in so far as this is possible, and certainly the matter of style elimination can be made to help in this way so that the results will be of value.

C. P. R. Place Many Settlers

In connection with immigration, the Canadian Pacific Railway has played a large part in the settlement of the Canadian West. Since the company's land selling policy was instituted some 54,000 settlers have been placed on the company's land alone, and the cost of the company's activities in land selling, irrigation and colonization has been approximately \$68,000,000, an amount in excess of the total expenditure of the Dominion government for immigration during the same period.

Hole Digging By Electricity

Vineyard owners in California are showing keen interest in a new electrical hole digger. This outfit greatly facilitates planting. On one ranch four of these machines are in operation.

The power is run from a nearby line, and the men work in pairs, one man taking care of the cable, while the other drills the holes. The job of drilling holes on 200 acres of vineyard was completed by the machines in three weeks.

Business Changes—Personal Items

Carl Lutz has opened up a garage at Duff.

A. Elkins has opened up a garage at Camrose.

W. J. V. Tweedie of Elnora has opened up an auto repair shop.

Wm. Thomas has opened an auto repair shop at Justice.

Cameron & Lipka have started an auto repair shop at Saskatoon.

F. Barty has opened up in the garage business at Wisetown.

Budyniski Bros. are opening in the garage business at Dinant.

M. F. Entenier has opened in the garage business at Kronau.

J. R. MacIntosh, implement dealer, at Smiley, is reported to have sold to a Mr. Finley.

G. Campbell has bought out A. M. Huff, implement dealer at Wilkie.

The Hudkins Plow Company have opened in the implement business at Alix.

F. J. Graham has succeeded Steve O'Brien in the implement business at Berwyn.

Chas. E. Longmate has opened in the garage business at Big Valley.

F. J. Graham is opening a branch of his implement business at Waterhole.

S. J. Nance has re-opened his garage and implement warehouse at Irricana.

Pateruski & Kurnick are reported to be discontinuing their garage at Otterburn.

Joseph Rightson has opened up in the garage and implement business at Belle Plaine.

Warden Bros. & Syrett are reported to have dissolved partnership in their garage at Broadview.

The Palace garage at Hughton is reported burnt out with no insurance.

Adam Elliott, implement dealer of Blackie, suffered some loss by fire.

W. E. Kirtland has opened an auto repair shop at Hartney.

T. J. Ramsay is reported to have discontinued his implement business at Carbon.

P. E. Jones has succeeded Ketching & Co. in the implement business at Irma.

Robinson & McLumpa are reported to have bought out the garage business of George McKay at Arcola.

The Wolseley Garage at Wolseley are reported to be making a change in the personnel of the partnership.

The Restoration of Buying

One of the most important prerequisites to an upward movement is the restoration of public buying power. There are indications that this is near at hand. The prices of farm products, except garden truck and dairy products, have been slowly rising for some months, and reports from the agricultural sections have it that the farmer feels somewhat improved. In the month of April Dun's index number of wholesale quotations showed an advance of 5.5 per cent. in breadstuffs, due chiefly to the enhanced cost of the leading cereals. Meats also rose slightly. The total increase for all foods was 1.4 per cent., a recession in dairy and garden articles holding the total down. Breakstuffs reached the low point on November 1, when they touched an index of 22.808. Their present index is 27.558. Since this classification includes some of the principal farm products of the country, this is a favorable indication.

After the prices of farm products, the chief determinants of buying power are the wages and steadiness of employment of labor. Unemployment, except in the strike districts, is said to be considerably improved. Accurate figures are hard to get, and even the most accurate obtainable are neither up-to-date nor reliable; but certainly complaints of suffering from unemployment are less vociferous than they were a few months ago.

Sell Binder Hitches

The more general use of tractors in the harvest field affords the dealer an opportunity to sell a greater number of binder hitches each year, for all farmers well know the advantages of cutting square corners and the same width swath at all times. A day's time saved in the harvest

field is worth a good many dollars to the farmer.

With a good binder hitch it is possible to cut as square a corner as when cutting with a team of horses, because the binder, when guided by a hitch, will follow the tractor much the same as rail-road cars follow the locomotive on the track.

Demonstrating The Goods

One of the most important factors in making sales is the method of demonstration, and many a sale has developed from a good way of showing the superior points of the machine or implement.

Suppose, for example, the implement dealer desires to move a line of cream separators. Having given attention to the details of advertising, he should be prepared to discuss the separators he handles in an instructive and interesting way.

When demonstrating a cream separator, keep in mind the fact that high grade materials and careful inspection mean a great deal to the experienced buyer. Be sure that the prospective customer thoroughly understands the meaning of good material. Emphasize the fact that the separators you sell are the highest grade obtainable, and are worth the price asked. Not long ago I heard an expert salesman demonstrate a cream separator to a prospective buyer. The salesman was a good talker, and he made a favorable impression on the customer because he knew what he was talking about.

After laying stress on the quality of materials, this salesman went along in something of this strain:

"No attempt is made to cheapen the machines so they can be sold at slightly lower price. Each machine is given a thorough inspection after it is built. It is then operated two or three hours, and given a second inspection. It stands to reason that if there is anything wrong about a separator, the test given it will bring them to light. This is why I know for a certainty that I can equip you with a separator which will give you satisfactory service from the start, and will last for many years. The machines I have here could not have gotten out of the factory unless they were able to stand the test.

"No matter how modern and well constructed the remainder of the machine may be, if the bowl is complicated, unsanitary and difficult to wash, the separator will not give good service.

The essentials of a sanitary cream separator bowl are built into this machine. In the first place please note that ample space is provided; the tubular shaft is simple and efficient. It has no small inaccessible corners to render cleaning difficult. The bowl operating mechanism is remarkably simple. You know from experience that the most perfect working machinery is nearly always the simplest. Few parts mean easier operation, reduced wear, longer life, easier and less costly replacement of parts when old ones become worn. An extra heavy spindle is provided, the spindle is made from a single piece of steel carefully ground to exact size. The spindle runs on the steel points, these are tapered to fit into tapered holes in the bearing and spindle so they can be removed easily and replaced when worn."

He then pointed out the quality of the bearings before commencing upon the sanitary features, which he dealt with as follows:

"You need a separator which is sanitary in every particular; for a cream separator which cannot be kept clean easily is a most unsatisfactory machine for any dairy. I have seen machines where the skimming parts were so formed that they accumulated milk in crevices, where it usually went sour, causing all the milk which was run through the machine to be tainted. Then the butter made from the tainted cream had an unpleasant taste. Notice, for instance, the open sanitary base. If you have seen cream separators in operation you realized that it is almost impossible not to spill some milk on the floor. When the spilt milk collects under the separator, and cannot be readily wiped up, it soon gives forth an unpleasant odor. The frame of this separator is wide open at the base to facilitate easy cleaning under and around the machine.

"The machines I have here are designed with the view of providing perfect lubrication. The oil is splashed to, then forced through every bearing. While I am turning the handle of this machine, the intermediate gear revolves in the oil bath, splashing oil over every part in the gear case so it reaches every gear tooth and bearings. Spiral grooves cut in the shaft force the oil through the bearings, then the oil flows back through the vents into the gear case. This system guarantees a constant circulation of oil through every bearing as long as the separator is in operation."

PUMPS

AND

Clothes Reels

Made in the best equipped factory in Canada.

We make and handle pumps for all kinds of work.

We also install hydro-pneumatic Farm Water systems.



SUCCESSORS TO

The Riesberry Pump Co.
(Established 1882)

WRITE FOR DEALERS' PRICES

North-West Pump Co.

T. N. WILLIAMSON W. J. MERRELL
Phone 607

19-6th Street Brandon, Man.

JOHN DEERE BETTER TOOLS FOR BIGGER CROPS

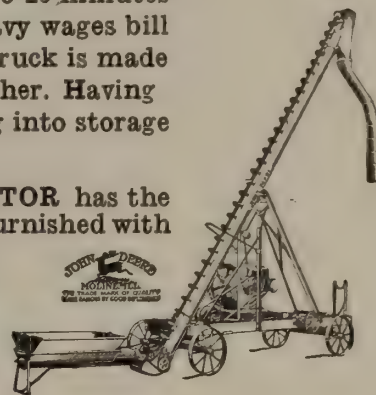
JOHN DEERE

Tubular Steel PORTABLE ELEVATOR



HANDLES ALL SMALL GRAIN and saves from 15 to 20 minutes on every load as well as all the drudgery and heavy wages bill of hand scooping. Equipped with a four-wheel truck is made for quick transportation from one setting to another. Having great length, it is especially adapted for elevating into storage bins of considerable height.

The John Deere TUBULAR STEEL PONY ELEVATOR has the same general features as the Portable, but is not furnished with a portable truck. It can, however, be quickly moved by lowering it on to an ordinary wagon. An exceptionally handy and inexpensive outfit for elevating into storage at medium height. **THESE ARE WANTED ON EVERY GRAIN GROWERS FARM.** Get our complete literature.



John Deere "Reliance" FARM WAGON

Beyond doubt the best Canadian wagon built. The woodwork throughout is of A grade choice tough stock, thoroughly air-dried and seasoned. Wheels have select white oak spokes driven in hot glue and riveted; open-hearth steel tires with round edge over felloe to protect the wood rim.

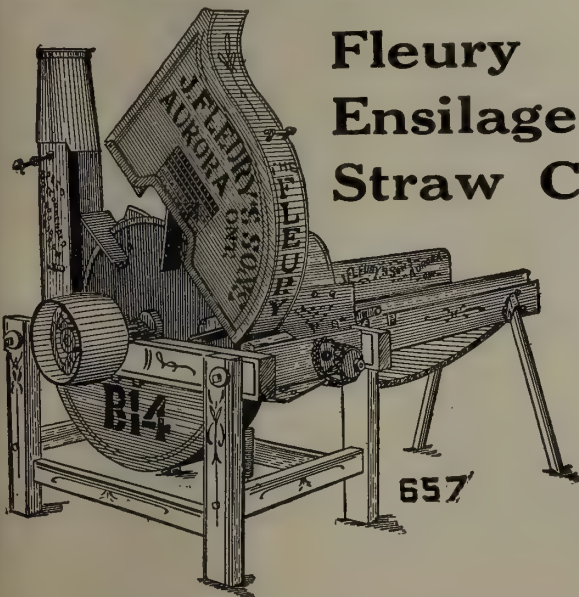
GEARING—Bolster, hounds, reach and pole are selected, thoroughly seasoned white oak, Doubletrees, singletrees and neck yoke are of tough hickory.

GRAIN-TIGHT BOX—Side and ends are best grade southern box boards, bottom of yellow pine, with six maple and oak cross bars riveted through the ends to prevent splitting and are double thickness over bolster.

You couldn't sell a finer or more durable piece of farm equipment. Get full particulars of our big and varied line of FARM TRUCKS.



Fleury Ensilage AND Straw Cutter

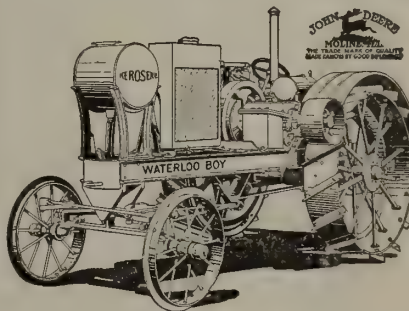


No. B. 7 Blower (12 inch mouth) for use with an 8 or 12 h.p. Will cut Corn as well as Straw IN LARGE QUANTITIES. The cut material is delivered by pipe to any point required. Regularly furnished in the Steel pipe, reaching 20 feet 6 inches from the floor.

No. B. 14 Blower (14 inch mouth) fills the largest silo with remarkable rapidity. Get full details of this splendid line of feed cutters.

New Steel Clad Grain Tanks

of 100, 125 and 150 bushels capacity. This is an entirely new departure in portable grain storage. The tanks are of great strength with an entirely new idea in steel reinforcement. These steel clad grain tanks are vastly superior to anything of the kind at or near the price.

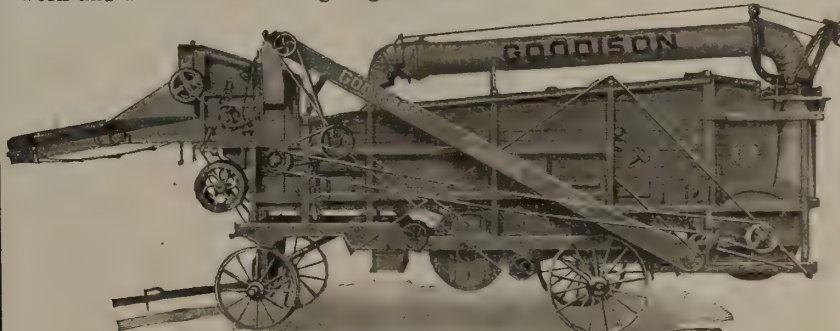


THE IDEAL THRESHING OUTFIT

is a WATERLOO BOY 12-25 h.p. Kerosene Tractor and a GOODISON GRAIN SAVING THRESHER.

Usually exceeding but never falling short of its rated power, the Waterloo Boy has nothing in front of it in delivering practically any required belt service. THE GOODISON is a Canadian made machine, provided with gearless stacker and Heineke self-feeder. The cylinder is perfectly balanced; in fact it is all round the most perfectly balanced thresher on the market.

Its name and repute make a quick sale for the "Goodison," and nothing in threshing equipment will more successfully advertise itself where first-rate work and unmistakable saving of grain counts.



JOHN DEERE PLOW COMPANY LTD.

Winnipeg

Regina

Saskatoon

Calgary

Edmonton

Lethbridge

Freight Rates and Farm Machinery

A reduction in the cost of railway transportation is of vital importance to Western Canada today. Manufacturers and the shippers find that the sale of goods is restricted because people cannot afford to pay the freight. The price of farm products, lumber, manufactured goods and merchandise have been greatly reduced during the past five years, but freight rates were increased in 1920 and since that time have only shown a slight reduction. It is time that the railways faced conditions and lowered their operating costs, just as manufacturers, distributors and farmers have done.

On the shipment of raw materials to the factory and the shipment of the implements when produced, freight cost is a very heavy factor in landed cost to the consumer. Farm implements, as a heavy class of goods, are especially influenced by high freight rates.

In the United States, as in Canada, the effect of freights upon the industry is much the same light. Recently the report of the Commission of agricultural enquiry at Washington took up this matter. In giving their

report, Farm Implement News, Chicago, points out that the findings take up in definite fashion the effects of freight charges on the price of farm equipment, and also that the commission, in comparing 1921 conditions with the pre-war status, says: "the price of implements does not show price advances to such a marked degree as other commodities."

The testimony at Washington shows that in his implement purchase the farmer foots a freight bill which is still something like 33 1/3 per cent. above the pre-war level, compared with implement prices not more than 20 per cent. above the 1913 quotation. Specifically the report shows that in 1914 transportation charges on agricultural implements, including freight on raw material, aggregated 11 per cent. of the selling price to the farmer, whereas in 1921 the freight charge consumed 15 per cent. of selling price.

The chairman of the commission in a recent statement says: "The weighted average of farm implements, factory price, exclusive of power equipment and twine, shows that price to be 41 per cent. above 1913. Inclusive of power equipment and

twine, these prices are now approximately 20 per cent. above 1913. A reduction in freight rates on each basic commodity, such as pig iron, steel, coal, coke, and lumber would assist in reducing the farmer's expense for farm implements."

Material Costs

In addressing an implement association recently, a U. S. manufacturer, as reported by our contemporary, points out that 75% of the cost of implement manufacture is raw materials. The average percentage of increased cost over 1914 of all raw materials entering into their implements on March 1st 1922 was 61.5%. Early in April prices commenced again to advance and on April 22, material cost was 66.6% over 1914, or an increase of 5 per cent. since March 1st.

Commenting on a shipment of implements from Moline, Ill., to Arkansas, this manufacturer stated as follows:

"I find that, in 1914, before the war, the freight on the raw material going into these implements was \$32.85, while today it is \$63.70. The freight on these complete implements from Moline to Little Rock in 1914 was \$21.96 and today \$37.56, mak-

ing a total freight in 1914 of \$54.81 and today of \$101.26.

As the increased cost in freight starts at the forest and the mine and has added to it the various percentages of overhead and profit as it proceeds towards the place of final manufacture, a very much higher sum than the above is finally reflected in the price that the farmer pays as a result of these increased freight rates and would correspondingly be deducted as the freight rates come down."

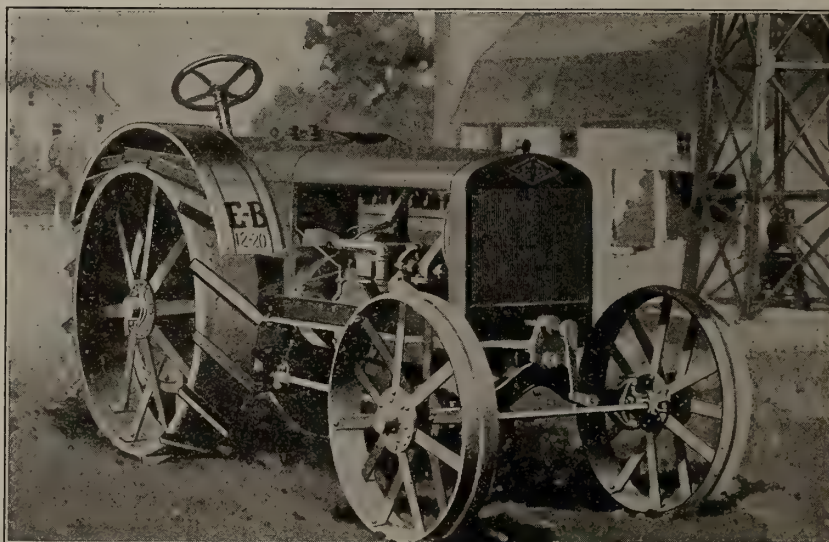
They Get New Business

The point we are trying to make is that the sale of an engine brings other business your way. As soon as the farmer finds that he has a cheap, handy and reliable power plant he is glad to use it to lighten his labor in operating the washer, grindstone, separator, churn, etc.

Strange that some dealers seem to think that there are no engine prospects left. We asked one man how many farmers he had in his territory. He reckoned about one hundred and fifty. We then pointed out that it was surely worth while to size up the number of farmers who had not engines, and the small percentage who had, some



Plows
Harrows
Cultivators
Motor Cultivators
Listers
Planters
Potato Planters
Potato Diggers
Stalk Cutters
Mowers
Rakes
Hay Loaders
Wagons
Vehicles



Grain Drills
Manure Spreaders
Tractors
Tractor Plows
Threshers
Gas Engines
Steam Engines
Binder Engines
Pump Jacks
Grain Binders
Corn Binders
Reapers
Ridge Busters

The Right Kind of Tractor

The E-B 12-20 is the latest development of the kerosene-burning tractor—the most economical type of tractor built. Its 12 horsepower at the drawbar and 20 at the belt is ample for every farm use.

Built by skilled workmen who know what they are building and what it must do, the E-B 12-20 is a remarkable tractor buy.

Many of the first E-B Big 4-30's—the original four-cylinder kerosene-burning tractor—are still in use, after

years of hard service. The E-B 12-20 is their worthy successor. E-B tractor prices have been materially reduced, but E-B quality has been maintained.

Higher prices for farm crops have put the farmer in a buying mood. The E-B line will help you get your share of his business.

Write today for our complete dealer's proposition, and learn how you may secure increased profit by our revised sales plan which we have just announced.

Emerson-Brantingham Implement Co.

Established 1852

INCORPORATED

Rockford, Illinois

Canadian Distributors—Anderson-Roe Co., Ltd., Winnipeg, Regina, Calgary



of whom might be on the market for larger engines. He did, and found that he had enough prospects to work on to keep him busy for some time.

Again, some dealers claim that they have never studied how to talk engines to the farmer. There is nothing hard in that proposition. It is soon learned. The main idea is to convince the prospective customer of the wonderful ability of the engine to reduce his work.

He can even get an engine that will operate his binder or run a lighting plant as well as doing other chores.

Mention the many ways in which the engine will make the day's work lighter. Ask him to stop and consider that small engines are being used for such work as operating portable elevators, fanning mills, feed grinders, choppers, grindstone, saws, pumping water, running the washing machine, cream separator and churn, and he cannot help deciding that it is a handy machine.

The Feminine Angle

Why not sell small gas engines to housewives? We know you can build up a good business in power washers if you take the trouble to distribute gas engines. When an engine and a power washer are on the job, the housewife is assured of clean clothes on wash day.

Another point which is of interest to prospective customers is cheapness of operation. The small engine can be operated for a few cents per hour; it will run half a day for the price of two dozen eggs. For example, sell a one and one-half horse power engine which works a full hour on less than three cents' worth of fuel and lubricating oil. This means a power equal to that of twelve men for the small sum of three cents per hour. Do you wonder that farmers are willing to buy gas engines after they are educated to the economical service offered by these modern power plants?

When you have a prospective customer located, don't forget to tell him that you are selling good engines. Tell him that the engines you sell do all kinds of work cheaper and easier than is possible by hand. Explain that the machines are backed by a reliable company, are designed simply, with few wearing parts, are safe and easy to operate, do not waste fuel, will maintain constant speed and are dependable in every respect.

Time is a blessing or a curse, just as you will to make it.

Putting the "Toot" in the Tractor

Whistles for use on tractors are now on the market. A type, known as the Aermore, a 4-tone chime, operated by the exhaust, is now being made by the Fulton Co., Milwaukee, Wis., and the tractors built by the J. I. Case Threshing Machine Co., Racine, Wis., are arranged so that this whistle can be installed.

The demonstration of the feed value of screenings by this manu-

facturer of fanning mills is further proven by the fact that last fall R. C. Harvey, a sheepman in Southern Alberta, shipped 7000 crossbred sheep to the head of the lakes to fatten on the screenings donated the elevators by the farmers of Western Canada. The elevators were paying steamers to dump the screenings in the lake. Mr. Harvey's sheep were shipped east, fed on screenings all winter and

were marketed this spring in perfect shape. Not a cull was left, and every sheep took top prices.

Dealers:—When talking fanning mills to your customers this fall tell them what a small investment in sheep can make them—quite apart from the profit in grading seed grain and cleaning their crop for market. If they don't want sheep the screenings are equally good as feed for other stock.

The new Imperial Polarine non-returnable steel drums provide excellent storage for your own purposes. They are also ideal packages for passing oil on to your customers in quantity. Drums are constructed of good quality steel and handsomely painted. They come in three sizes, 15, 30 and 45 gallons



A Line-up For Sales-

If you haven't lubricating oil storage, we suggest that you line up a battery of the new 45-gallon Imperial Polarine non-returnable steel drums. A suitable rack which can be easily constructed will certainly increase your convenience in handling Imperial Polarine Motor Oils.

Such a display will increase the number and the amount of your oil sales, too. The neatly stencilled drum heads are standing advertisements to your customers that you have all five grades of Imperial Polarine on "tap."

Another suggestion - - hang up the Imperial Chart of Recommendations in a prominent place beside this rack and many sales will be automatically made while customers are waiting to be served.

Ask our salesman for your copy of the new Imperial Chart or drop a line to the nearest Imperial Oil Branch and we will see that you are supplied with the Chart and other profitable dealer business-builders.

Don't overlook the sales possibilities of the attractive Imperial Polarine litho-sealed cans in various sizes to meet your customers' needs. Keep a good stock on hand and have a well-arranged display working for you all the time.

IMPERIAL OIL LIMITED

Canadian Company Canadian Capital
Canadian Workmen

F. & H. Ball Bearings

The F. & H. ball bearings which were used extensively by motor car manufacturers in this country prior to the war, are again available, as the Jarosch Bearings Corporation of 1737 Broadway, New York, N.Y. has been appointed Sole Import Representative for the United States and Canada by the F. & H. Factories.

The New York company will maintain a complete stock of bearings in all standard sizes and types, and it is stated that immediate shipment can be made to manufactures right from stock.

F. J. Jarosch is well known, having been connected with the Ball Bearing Industry in U.S.A. and abroad for the past 15 years. He has been lately works engineer with the Gurney Ball Bearing Company, Jamestown, N.Y., and, prior to that, he was connected with the Bearings Company of America at New York City and Lancaster, Pa.

The Jarosch Bearings Corporation has appointed the Ahlberg Bearing Company of Chicago, Ill., as Sole Retail Distributors for U.S.A. This company has branch stores in all the principal cities.

The Disc Recleaner for Threshers

Thresher manufacturers realize the necessity for some simple and efficient means of removing the dockage at the same time as the grain is threshed. They are adapting the disc recleaner to their separators. This device, says Farm Implement News, is the only recleaner which successfully removes wild oats, cockle and other weeds from grain at the same time it is threshed.

The construction of the disc recleaner is very simple, the separation being made by a few discs mounted on one rotating horizontal shaft. On the sides of each disc are a large number of undercut pockets, somewhat the shape of a miniature elevator bucket. The size of pockets on the discs with which the grain first comes into contact is such that the fine seeds are picked out, but the grain is rejected. The material which is picked out by the discs is discharged through the side of the machine, and the rejected material is passed on through the machine by the paddle like centre spider with which each disc is provided. Each machine is provided with discs having different sized pockets, so that in operation the disc recleaner separates the grain delivered by the threshing machine

into three parts: (1) cleaned grain; (2) fine seeds; (3) wild oats, tame oats, barley and other coarse material. Each of the three parts is discharged from the recleaner through a separator spout. There are no sieves to clog, no air blast nor other troublesome adjustments found in the ordinary cleaning machines.

A Question of Feed

It cannot but be admitted, even by the most ardent supporters of the horse, that a three-plow tractor will successfully do the work of three horses. It is also fair to assume that it takes at least four acres of land to support one horse for one year. Therefore, the crops from twelve acres of land, when using a tractor, assuming that only three horses are replaced by it, become available for market. These crops can be sold either as grain, hay or as a finished product, such as beef, pork or dairy products, depending upon the nature of the farm.

There are farmers who are successfully keeping one cow for every acre under cultivation. Supposing, however, it takes the feed from three acres to support one cow, then by eliminating three horses there will be feed for four cows. The average profit obtained from a good grade cow should be \$100.00 per year. Four times \$100.00 is \$400.00. Is there any reason why this extra profit should not be credited to the tractor?

What is the Middleman?

There are times when dealers are heard to say that not only in connection with farm machinery, but with other lines, a great saving could be effected if the dealer could buy direct from the factory. The justification for the jobber lies in the fact that when you eliminate a middleman you don't eliminate the service that he performed; and you don't eliminate the cost of those services. In fact you are more likely to increase the cost if you try to perform them yourself. Direct sales would therefore mean a greater expense between the factory and the consumer, and hence a higher price to the consumer rather than a lower one.

There are certain things that have to be done in getting goods from producer to consumer. Someone has to go out to make business connections, and to take orders. Goods won't sell themselves, though advertising will help. It is necessary to tie up money in goods and to assume

the merchandising risks of price changes and deteriorations of goods. Proper storage places have to be provided. The goods have to be assembled at convenient shipping points. Large packages must be broken up into smaller ones, etc.

These are the services that middlemen perform. They can do them more economically than manufacturers or producers because they are specialists; because they give their whole time to them and become expert; because by combining the outputs of hundreds of small manufacturers, they can do a sufficient volume of business to keep down their overhead expenses; because they are located near their customers and can make quick deliveries; and because they are in such close touch with their customers that they know how much credit to give and how to keep collections coming in at a minimum of expense.

Read Before You Sign

The single fact that a merchant did not read a contract before signing, when he could have done so, does not relieve him of the obligations engaged by the signing of the contract.

The decision of a court in a case against a merchant who signed a contract without reading it, shows plainly the position of the contracting parties.

This case shows that the law will extend almost no protection whatever to the business man who gets into a hole solely because he signed something he didn't know he was signing. This applies to cases where the victim read the contract but didn't see or understand the provision which got him into trouble, and it particularly applies to cases where the victim didn't take the trouble to read it.

What of the Future?

Who is to be the retail dealer of the future? Many men insist that the dealer of the future is not to be the dealer of the present.

In this they are correct. Many a dealer now in the implement business, surely, will be prospering in the farm equipment field twenty years hence. By the same token, many an implement dealer who does not read the signs aright will very soon find himself out of the running. Procrastination with regard to his place in the power farming scheme, together with his general lack of progress, will put him on the shelf.

The process of elimination is on. Dealers are getting established on the new basis and being disestablished. Many can't see the evolution, but it is in progress. Five years from now they may see it plainly.

Because of our faith in the character and business ability and local standing of the average implement dealer, we believe he is to form the backbone of the farm equipment trade of the future, as he is its principal factor now. In most cases, we believe, the new dealer will be the old dealer who has had the foresight and acumen to adjust himself to the changing conditions.

Hold the Customer to Your Store

The proper place for the farm equipment dealer is not shut away in a private office so that he meets as few of his customers as possible, but as near the front door as he can be. The policy of staying aloof from the customer leads to mercantile dry-rot. The dealer who claims that he must stay in the office to take care of business details is making a mistake. If he runs the business, he should not let petty details run him. For a reasonable salary he can employ a man or a capable girl, to take care of these details. As long as they are taken care of properly, and it is quite possible to make certain of this, they should be almost the least of the dealer's worries.

It should be his greatest concern to establish personal contact with his customers. Without that his store degenerates to a mere "convenience" which the customer patronizes simply because it happens to be handy. That is not enough of a tie to bind the patron to the establishment. There should be a real human bond that transcends most other considerations. The presence or absence of such a bond between customer and merchant usually means the presence or absence of mercantile success.

Implement Manufacturers Honored

Three implement manufacturers were elected honorary vice-presidents of the Chamber of Commerce of the U.S.A. at its recent annual Convention. They are William Butterworth, president of Deere & Co., Moline, Ill.; A. B. Farquhar, president of the A. B. Farquhar Co., Ltd., York, Pa., and L. S. Gillette, president of the Minneapolis Steel & Machinery Co., Minneapolis, Minn.



“GUTTA PERCHA” TIRES

Cord

Fabric

Sell “Gutta Percha” Tires because they’re best for your business. “Gutta Percha” Tires have built up a wonderful reputation for merit and they are still going ahead. The motorist has proved them to his satisfaction by actual trial on the road. They serve well and last well. It’s the honest value in miles of troubleless travel per dollar invested that guides the motorist in his purchase of tires. That’s why “Gutta Percha” Tires are selling in increasing volume. Will you swim against the tide or with it?

“Go As Far As You Like on Gutta Percha Tires”

**Gutta Percha & Rubber,
Limited**

Head Offices and Factories, Toronto

Branches in all Leading Cities of Canada

Work Will Do It

Business with the implement trade never reaches the zero mark. This being true, there is always some business. This fact should be recognized today, as the volume of business of any salesman or organization is influenced by its recognition.

When business is low each man must work longer and harder to get his share and he will not get it if he does not do this. Failure to get his share is an indication he is not as good as his competitor, and this may be due to any one of a number of factors, such as lack of real effort or proper planning.

The happiest guy we ever saw was one who sailed right into the thing he wanted to do.

Don't be a parrot; let your talk show that you have a brain as well as a tongue.

All the worry in the world won't coap in enough cash to feed a canary.



Advance-Rumely Making Heavy Shipments

The photograph on this page was taken on the loading tracks of the Advance-Rumely Thresher Co., Inc., on June 15th, and is excellent evidence of the great improvement which has taken

place in the tractor and thresher business. The return of good times in the industry is revealed by the fact that the Advance-Rumely organization loaded and shipped out 90 carloads of ma-

chinery during the week ending June 17th. It looks like the good old times around the big Rumely loading crane, whose massive proportions will be seen at the rear of the picture.

Fire Insurance Business

The report of the Dominion Superintendent of Insurance for 1921 shows that fire insurance

companies licensed to do business in the Dominion incurred losses totalling \$27,463,837 and earned premiums amounting to \$47,747,774. The ratio of losses to pre-

miums was 57.52% as compared with 51.50% in 1920. The losses in 1920 totalled \$22,961,085. The insurance in force at the end of 1921 was \$5,987,358,051.

Across Canada

The National Way

Rail

Hotels

Express

Telegraph

Steamships

THROUGH daily transcontinental service is afforded between Montreal and Vancouver by the "Continental Limited"; between Toronto and Winnipeg, the "National" operates daily in either direction. The "Continental Limited" and the "National" are trains de luxe, comprising Compartment-Observation-Library Cars, Standard and Tourist Sleeping and Dining Cars, Colonist Cars and Coaches. The equipment is of the very latest design and includes the many improvements which mean so much to the transcontinental traveller.

At Minaki, Port Arthur, Winnipeg, Brandon and Edmonton are System Hotels catering to the traveller's every need, and affording every comfort to him who would, for business or pleasure, stop off en route.

Cross the Rockies at the lowest altitude the easiest gradients and in view of Canada's Highest Peaks.

Canadian National Railways

(Continued from Page 6)
galvanized steel cupboard which is suspended in the cellar and by means of springs may be easily raised or lowered. When lowered the top is flush with the floor and presents no jarring appearance. Housewives will welcome this contrivance as a great step-saver.

This completing the outside exhibits we next turned our steps to the Display Building. There we found a complete display of Magnet cream separators in 400, 500, 700, 800 and 1000 lb. sizes. These machines have a twenty-four year old reputation behind them. They are manufactured by the Petrie Manufacturing Co. with their headquarters at Hamilton, Ont. T. McQuarry, Anglo, Man., was in charge.

The Perfection Stove Co. exhibited their one, two, three and four burner oil stoves. Several improvements in these stoves were noted.

The Automobile Exhibit

The space under the grandstand was devoted solely to the various automobile distributors. Commencing at the east end the first display noted was that of the Cadillac Motor Sales Co., Winnipeg, distributors for Nash cars. Three models were shown, a Nash 6 cylinder 5 passenger touring, a Nash 4 cylinder 5 passenger touring and a new 4 cylinder Nash Cariole exhibited for the first time west of the Great Lakes. This company also handle Cadillac automobile and G.M.C. trucks. W. A. Long, Winnipeg, was in charge.

These trucks are proving very popular, sixty-five having been

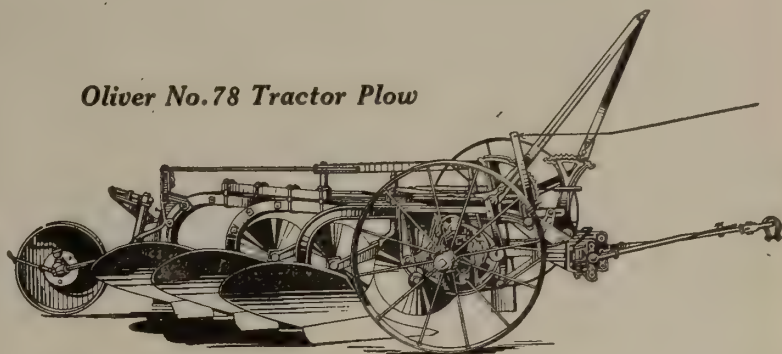
sold in Winnipeg in the last five months. W. J. Warren was in charge.

The Willys-Overland Co., Winnipeg, exhibited four models, the Overland standard touring, a light Overland and a special Overland touring and the Willys-Knight touring. A working model of a sleeve valve cylinder used on these cars attracted much interest. A display board of parts completed the exhibit. Mr. J. A. Reid, assisted by Mr. T. A. Weir, was in charge. Mr. Marlowe of the head office, Toronto, was a visitor.

Archibald - Martins Motors Ltd., Winnipeg, distributors of Dodge Brothers motor cars exhibited three models, a sedan, a touring car and the new business man's coupe of all steel construction, all of which were sold during the exhibition. The district representative of the company is J. A. Greenwood; the local representatives, the Brandon Auto Garage. - Mr. J. R. Archibald is manager at Winnipeg. Visitors to the exhibition were Mr. Robt. McKay, president and Mr. Geo. E. Jacques, factory representative of the Dodge Brothers Motor Car Co. of Detroit, also thirty of the associate dealers in western Canada.

The Gray Dort Motor Cars Co., Winnipeg, in conjunction with Dick Dennison, local representatives, showed five models of the Gray Dort automobile, including touring, sedan and roadster cars. E. B. Rankin, manager, H. A. Cumming, assistant sales manager, and H. Waley, sales manager, were present during the exhibition.

Oliver No. 78 Tractor Plow



Sell the Plows that are Built for Rugged Work

Oliver

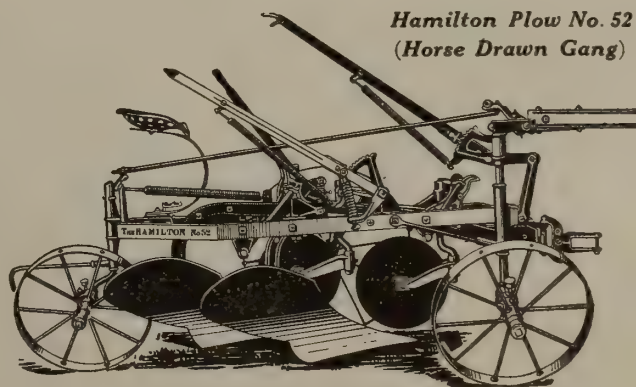
Hamilton

P & O

Soon the time will come when farmers will again turn their thoughts toward plowing, and to the purchase of newer and better equipment for this important work. Some dealers will doubtless be caught napping—but there will be no alibi for the McCormick-Deering dealer who does not get his share of this good business.

You men with the McCormick-Deering line are particularly favored. Your line is complete, and made up of sturdy, light-draft plows that are built for rugged work. Good business is ahead—don't let this season slip by unheeded! Get your stock in order, and start an aggressive campaign now! Your branch house will help you.

Hamilton Plow No. 52
(Horse Drawn Gang)



INTERNATIONAL HARVESTER COMPANY
OF CANADA LTD.

HAMILTON CANADA

WESTERN BRANCHES - BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA.,
ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.
EASTERN BRANCHES - HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST. JOHN, N. B.

How to Save Money in harvesting is a question that interests your customers



MAX

Portable Corrugated Granaries

Have been doing this for Western Canadian Farmers for over eighteen years by keeping the teams and high priced help in the fields where they are of most value.

You can take advantage of this to make a nice profit by going after this business NOW.

Write To-day for full information.

Western Steel Products Limited

WINNIPEG
MAN.

REGINA
SASK.

CALGARY
ALTA.

EDMONTON
ALTA.

Overhauling the Grain Separator

While the dealer is usually on the outlook for the sale of new machinery, to prosper in the threshing machine business he must keep the separators he has placed sold. At this season a little advice to owners of outfits may avoid grief and worry for them when threshing commences.

The life and efficiency of the grain separator depends largely upon the lubrication and looseness of working parts, as in the case of all other farm machinery. A grain separator well cared for should last ten to fifteen years. The success of the threshing season is directly proportional to the condition of the separator when the season is started. Too many men let the grain separator run until something happens and then make a hurried and temporary repair to keep things going. No machine is stronger than its weakest part, so the main object of a successful operator is to keep all parts tight, so that there are no weak parts.

It simply comes to this, that if one wishes to have the most successful run this fall with the grain separator, he must spend a day or two in overhauling it. A day or two overhauling before the season, will make the operator more money than any other way.

1. Just what is there to do in overhauling a grain separator? Remove and replace all worn cylinder and concave teeth, and take up excessive end play.

2. Replace all broken slats in the straw rack.

3. Clean all boxings to insure proper lubrication.

4. Adjust worn boxings so that all the play is taken up and the shaft is not binding.

5. Rebabbit all badly worn boxings.

6. Replace all badly worn wooden boxings on the straw rack, conveyor and shoe eccentrics.

7. Tighten all nuts.

8. Replace all lost bolts.

9. See that all pulleys are tight and in line.

10. Readjust and repair all chains.

11. Replace and repair all belts needing attention.

The Problem of Service

One of the great problems confronting manufacturers is that of service—What service should be free, and what service should be paid for? At a recent meeting, G. M. Gillette, of the Minneapolis Steel & Machinery Co., Minneapolis, maintained that the

service problem must be solved or the industry involved suffer. He said in part:

Field service should probably be considered under two heads:

(a) Service which should be gratuitous.

(b) Service which should be paid for.

Many abuses have grown up under the customs of the trade. Competition has increased gratuitous service, especially on tractors, to an unwarranted degree. The farmer has been encouraged to make unreasonable demands. The causes of this are in part that manufacturers have put out machines that are not entirely perfected. Salesmen have oversold their goods and made unwarranted promises.

The speaker instanced how some of the demands for service had lessened, but that oiling systems were the principal source of tractor troubles today. He claimed that there are too many incompetent operators driving tractors.

The service department should thoroughly educate its operators. It should also instruct the dealers, and when a manufacturer's service man makes a delivery he should thoroughly instruct the buyer and operator.

The development of the tractor and thresher has not as yet reached such a state of perfection, either in design or shop workmanship, that gratuitous field service is absolutely unnecessary, and that occasions do not arise where errors should be charged back to the engineering or operating department, and gratuitous service must be furnished the buyer.

The tractor of ten years ago needed service and the tractor buyer was entitled to all the free service he could get, but the tractor of today is a different machine.

The well known tractors of 1922 are pretty thoroughly developed and are capable of good service if rightly used, and are economical machines for the farmer to buy, but the business practices of a few years ago, which were the outgrowth in a large part of the manufacturers' own short-comings, should not be continued and cannot be continued if the manufacture and sale of these machines is to be put on a profitable basis.

The buyer is entitled to service. He cannot afford to have the machine lie idle either at seed-time or harvest. The manufacturer should readily, willingly and quickly remedy his own defects, and he must provide stocks of spare parts at accessible

points, but it is time for the thresher and tractor manufacturer to approximate the methods and practices of the automobile men.

The Motor Truck As a Canvassing Assistant

There is yet no better vehicle for canvassing than a motor truck, and while many dealers believe that canvassing does not pay, yet if competition forces such sales methods the dealer might as well use the best means for handling the work.

We remember discussing lighting plant trade with one dealer. He had been selling plants for some time without canvassing; and with what he thought was fair success. But along came a special agent with a plant on the tail of his flivver and the wires strung so that they could be run into the farmers' houses. That agent sold plants all over the territory. Since then this dealer said he had revised his opinion on canvassing. He still believed it did not pay on staple lines, but on specialties, particularly those just being introduced, the market for which was unknown, it paid to go out and dig up the business.

Other dealers have started the power washer trade by just such methods—taking a washer and engine right out to the farm on a truck and letting the wife handle one washing with the machine. Yet those same farmers' wives might have passed a dealer's store a hundred times and might have seen a washer in the window without becoming interested to the point where they would request a demonstration.

A good rule on canvassing might be worded: If you must do it, get a truck and do it right.

The writer knows another dealer who uses his truck to pay the cost of fall collections. He sends his man out with the truck loaded with barrels of lubricating oil and all along the road he sells from six months' to a year's supply to those farmers upon whom he calls regarding collections, and others, too, if he can. This dealer sells a very large volume of oil in the fall by this means, and by ordering in large lots he gets a price that puts him beyond competition from the garages and enables him to save his customers money on their lubricants. Such a method of handling collections would be impossible without a truck.

The time may come when dealers will sell a truck for every tractor put out. By combining

the tractor and truck service, the cost per machine will be lessened, for it will be spread over more units. The early bird will catch the worm in trucks as in everything else.

The Spirit of 1922

Guy H. Hall, director of the U. S. National Institute of Progressive Farming, in a recent address to the North-West Tractor Trade Association at Minneapolis, gave some refreshing comments upon present conditions. Talking to manufacturers' representatives he said in part:

"Why haven't we advertised and talked the tractor from the farmer's standpoint? We have been wasting much of our advertising by telling ourselves instead of the farmer, his son and daughter and his wife. We talk physics and engineering to the farmer instead of pigs and crop insurance by the use of time-saving mechanical power. We never thought of telling the farmer that with a tractor he could save enough pigs from a dozen or fifteen pure-bred sows to pay for his tractor, and he could allow his boy to finish high school.

"Are we waiting for the farmer to come up and shove his money at us and beg us for a tractor? Are we sore on the tractor and everything about the tractor? Are we so plumb certain that the tractor is down and out and no one wants ever to hear the word, that we have been having nightmares in which the horse walks over us?

"Few of us ever stopped to think that one of the reasons the farmers stopped buying tractors was because they stopped buying everything when they had nothing to buy with at the time when deflation cut the value of their crops to less than half eighteen to twenty months ago. They pretty nearly stopped buying sugar, and coffee too, if you look into the matter.

Praises the Dealer

"Various reasons can be ascribed to our troubles besides the lack of vision and our inability to see into the future. I tell you gentlemen here tonight that the dealer is the man who has put over every piece of modern time-saving machinery from the time we began improving it. He came into being as a necessity. On many of the big, progressive farms of the country, the dealer has become known as a regular caller in the installation of new machinery for the last three generations. Go back to the place where the American farmer quit the hoe-handle and the hand

rake and scythe in his farming operations and we find the implement dealers and specialty automotive dealers on the job starting every new improvement and delivering long hours of intelligent, honest and often too poorly paid work, to make it practical in every day farm operations.

"The binder, the sweep rake, the hay loader, the manure spreader, the windmill, the gasoline engine, the hay barn apparatus, the light plant, the hog waterer, the tank heater and the tractor.

"The dealer has always taken as much pride in installing and making every piece of new machinery or equipment work as has the manufacturer. He has given an honest service and has a definite community value that cannot be measured in dollars and cents and commissions.

"The tractor manufacturer was never a war profiteer; he never did go on the theory, as did some manufacturers of other commodities, that 'everybody is getting war profits; let's get ours while the getting is good.' But the tractor maker cut and cut his prices and slipped quietly around doing his cutting without any tomtoms heralding it.

"You have problems to solve. If sales talks are needed along progressive lines of selling tractors to farmers in their language of saving pig crops, keeping the boys and girls in high school until they graduate, shortening the field day and season so that the family can take advantage of the good roads that lead to the city and town pleasures, giving mother a shorter and happier day in the house so she can get out and step with the family on picnics and social occasions, let's talk them over.

"If you think that discounts and commissions should be increased to sell more tractors, in order to give more service with those tractors sold so that they

will all work from the first and continue to work and advertise the tractor; if protection from the passage of bad road laws, burdensome taxes and unfair guarantees and so on are pressing, talk it over in your own organizations. You will get a united voice speaking so it will be heard.

"If you need dealer stimulation, work it out as an organization. If the factories supplying you are not acquainted with your local situation, take up the matter with them. Service (that much abused term) must be met. Only through united organization, effort and principle can the solution of this great tractor problem be accomplished.

"The tumultuous times that have been so hard have left the market to the survival of the fittest, and this season, in some localities, tractors are selling as never before. And the future is opening up a place for the tractor on every progressive farm. Don't worry about the market; there are going to be swamp orders in a short time for all the honest manufacturers."

Delco-Light Open Canadian Plant

The Delco-Light Company of Dayton, Ohio, a division of General Motors Corporation, has formed Delco-Light Company of Canada, Ltd., and has joined

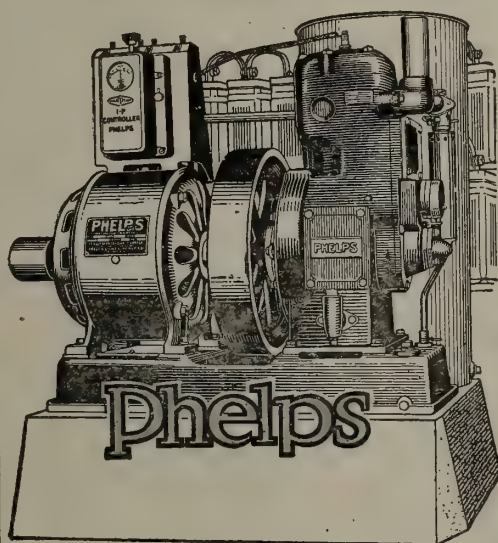
other General Motor divisions at Oshawa, Ont.

R. H. Grant, president of the Delco-Light company, who is in Oshawa to formally open the Canadian factory, said: "From the very beginning of our business, we have considered Canada as a most important part of our market. Some of the first Delco-Light plants built were sent up here as demonstrators for our Canadian distributors." The new Canadian company will be under the management of R. L. Mayers.

Mob rule is either no rule or over-rule.

Hope makes one see an opportunity more quickly.

A Lighting Plant You Can Sell



The **LISTER-Phelps**
Power and Light

FARM ELECTRIC PLANTS

1000 and 1500 Watts Capacity

With such a high grade plant as this to show your prospects, and the reasonable price asked for it, sales should be easy. Of simple design and built throughout from the finest quality materials, the Lister-Phelps plant gives unfailing satisfaction at a real economy price.

Guaranteed capacity of 50 and 75 lights without battery. No switch-board; simple control box. Lever starts or stops engine cutting out battery and gives $3\frac{1}{2}$ guaranteed H. P. to power pulley. Operates on gasoline, kerosene or distillate. Our sales plan should interest you. Write us about it.

Over one million users will back your best words of praise for the

Melotte Cream Separator
12 Sizes: — 280 to 1,300 lbs.

No "catch stunts" required to sell the Melotte. It is known the world over for its wonderful original and patented self-balancing suspended, frictionless bowl—the bowl that has set a new standard of dairy economy. The quality of the materials employed and the thoroughness of construction ensure long life.

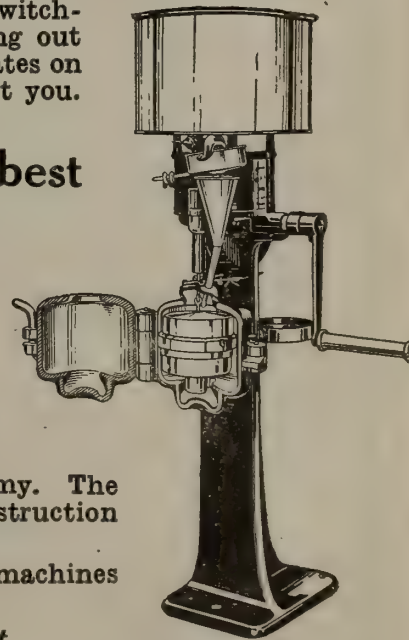
Easy sales terms arranged. Liberal allowance made for old machines taken in exchange.

Here's an Opportunity to Make Money—Write About it.

The Dealer with the Lister Line gets Prestige and Profits

Lister and Canuck gasoline and kerosene engines, grain grinders, electric lighting plants, Melotte and Premier cream separators, milkers, churns, ensilage cutters and blowers, silos, sawing outfits, pumps pump jacks, etc.

R. A. LISTER & CO. (Canada) LTD.
Winnipeg, Man. Toronto, Ont.



How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The **STOVEL CO. Ltd.**
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelop. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

O. M. L., Sask.—Repairs for the "Per-rin" plow can be obtained from Tudhope-Anderson Company, at Winnipeg or Regina.

J. A. M., Sask.—You can obtain an 8 ft. Steel Champion road grader by writing to the manufacturers, The Good Roads Machinery Company, Kenneth Square, Pa. This firm is represented in Winnipeg by the Canada Ingot Iron Culvert Co., 922 Union Bank Bldg.

C. H. G., Sask.—Can anyone tell us what hay rake carries repair part No. A-452. Our records do not give this information.

H. A. L., Sask.—For "Duplex" grinder repairs try the Canadian Stover Gasoline Company, Brandon. It is made by the Duplex Miller Mfg. Company, Springfield, Ohio.

C. A. C., Man.—The "Gopher" grain elevator is made by the Warner Elevator Mfg. Company, Warner, Ill. Repairs are not carried in Canada.

J. B., Man.—For the "Wilkinson" plow address the Bateman-Wilkinson Com-

pany, Ltd., Toronto, Ont. Repairs are not carried in the West.

L. Bros., Sask.—The principal sellers of binder twine in Winnipeg are the Brantford Cordage Company, the Cockshutt Plow Company and W. G. McMahon.

P. L. McN., Sask.—Can anyone inform us who handles the "Ball" rakes and stackers. We can find no record of this machine.

H. E. H., Sask.—The Western Wheeled Scraper is handled by Mussels Limited, Winnipeg. Your order has been handed over to them.

J. W., Man.—Is enquiring for the "Noxon" disc harrow. Can anyone inform us as to this.

J. W. C., Sask.—The flange and arbor No. 211, for a rolling colter is a part of a "P. & O." machine. Repairs can be obtained from any branch of the International Harvester Company.

G. G. G., Ont.—The only parties handling a garden tractor in Winnipeg are the Canadian Avery Company.

T. & M., Sask.—Parts No. X7 and X70 for a disc harrow, is part of a machine made by the Ohio Manufacturing Company, Upper Sandusky, Ohio. Write them direct for repairs.

E. W. T., Sask.—The repair part No. 466 for which you enquire belongs to an old style disc harrow that was manufactured by the Syracuse Chilled Plow Company, Syracuse, N.Y. You can still obtain repairs by writing them direct.

A. R. C., Man.—The J. I. Case Plow Company's plows are handled in Winnipeg by the Sawyer-Massey Company.

C. P., Man.—Answering your enquiry as to a harrow bearing No. P6. This is a tooth holder on a "Peter Hamilton"

rake, and repairs can be obtained from the T. Eaton Company, Winnipeg.

W. & S., Alta.—The only place from which you can obtain repairs for the "Sattley" plow is by writing to the Racine Implement Company, Racine, Wis.

A. M. T., Sask.—Repair parts for disc harrow bearing No.'s 4362R, 4364R, 4363L and 4363L5. These are parts of a "P. & O." disc harrow, and repairs can be obtained from any branch of the International Harvester Company.

R. B., Man.—The Sharples Cream Separator is handled by the Breen Motor Company, Winnipeg.

N. W., Sask.—We regret that we cannot answer you definitely without further particulars. There are two shares bearing the marks A-14; one the old "Paris" plow. If it should be this, D. Ackland & Son, Limited, Winnipeg, can supply duplicate shares. The other is the "Gale" plow which is manufactured by the Moore Plow & Implement Company, Grenville, Mich. Repairs are not carried in Canada.

G. G., Man.—The "Paris" plow is obsolete, but duplicate shares can be obtained from D. Ackland & Son, Winnipeg.

O. W., Sask.—Repairs for a "Galloway" grain grinder can be obtained by writing to Wm. Galloway, 1650 Portage Ave., Winnipeg.

B. & M., Alta.—Your letter addressed to the Acme Harvesting Machine Co. has been forwarded to Peoria, Ill.

G. A. V., Alta.—You can obtain disc harrow part No. D48L from any branch of the J. I. Case Threshing Machine Co. Calgary will be your nearest point. It is part of a harrow made by the Grand Detour Plow Company.

The "Success" manure spreader is handled by the John Deere Plow Company. You can obtain same from any of their branches.

B. B. & Co., Sask.—We regret that we cannot locate any manufacturer making a pneumatic horse collar. As far as we know there is none on the market.

A. S., Sask.—By writing to the Cushman Motor Works, Winnipeg, you can obtain the "Pickering" governor, or parts.

W. R. L., Sask.—The Ontario Wind Engine & Pump Company, Regina, can supply you with repairs for a "Martin" grinder.

J. M., Man.—Repairs for the "Buffalo-Pitts" separators can be obtained by writing the International Harvester Company, Regina. Their other branches do not carry them.

F. G. W., Man.—You can obtain the Wawanesa Wagon Seat by writing to the John Watson Mfg. Company, 311 Chambers St., Winnipeg.

T. L., Alta.—You can get repairs for the "Hercules" breaking plow by writing the Advance-Rumely Thresher Company, Winnipeg.

E. S. S., Man.—Repair parts H-10, H-19 and H-22 are parts of the "Van Brunt" drill. Repairs can be obtained from the John Deere Plow Company.

F. G., Man.—Enquires for the manufacturer of the "Snowball" wagon. Can anyone inform us as to this? We cannot locate it.

O. W., Sask.—Repairs required for a single cyl. "Indian" motor cycle have been forwarded to you. Repairs can be obtained at any time by writing the Dominion Cycle Company, 224 Logan Ave., Winnipeg.

J. A. McN., Sask.—Enquires for the name of a feed grinder, the plate number being A3 and B3, 8 3/4 ins. in diameter. Can anyone advise us what grinder these belong to?

R. W., Sask.—Repairs for the "Champion" mower can be obtained by writing the Canadian Avery Company, Winnipeg.

B. & S., Alta.—Enquires for the manufacturer of the "Noxon" spring tooth smoothing harrow bearing repair parts H59 or H29. Can anyone give us this information.

R. T., Man.—The firm of McLeod Bros., Winnipeg, are now carrying repairs for the "Bradley" plow.

A. & C., Sask.—Write the Canadian Fairbanks-Morse Company, Winnipeg, for flour mill machinery, suitable for country mills.

W. & J., Sask.—The following firms manufacture headers:—The Cockshutt Plow Company, International Harvester Company, John Deere Plow Company and Massey-Harris Company.

W. W. Sask.—See our answer to J. M., Man.

Hustle Did It

A dealer down in Ontario recently sold twelve tractors in two weeks. Western dealers will ask what procedure he used.

He didn't sell them by sitting in his office, however. He got out and solicited the business. He knew the farmers who could afford to buy a tractor, and who really needed a tractor. He concentrated on them. In other words he confined his fishing efforts to the brooks which he was certain contained fish.

Merchants in making financial statements would often hew closer to the line by listing outstandings as "accounts deceivable."



PACIFIC COAST SUMMER TOURS.

CHOICE OF ROUTES

on LAND and SEA

GOING or RETURNING






A 700-mile cruise in ocean waters, with the tang of salt sea and all the delights of an ocean voyage is the experience of travellers who include in their vacation trip a sail along the "Inside Passage" off the Pacific Coast. Canadian National offers a diverse route to the Pacific Coast, going rail and steamships, returning all rail, or vice versa, thus giving passengers the advantage of delightful boat trip as well as travelling over entirely different territory in each direction. The Northern Canadian Rockies, traversed by the Canadian National, afford the finest mountain scenery to be found on this Continent, and so vast that it is always new.

Have Your Travel Plans Include A Few Days At

JASPER PARK LODGE

Jasper Park, Canadian National Rockies

More Particulars From Any Agent

Canadian National Railways

Reach Every Tractor, Implement and Farm Equipment Dealer in the Canadian West Through

Serves Every Unit in the Trade in Canada's Greatest Sale Territory

CANADIAN FARM IMPLEMENTS

Western Canada's only Implement and Tractor Trade Journal

An Exclusive Dealer Field One Magazine—One Advertisement—Once a Month

Before You can Sell and Service Your Line to the Farmer You Must Provide Him with a Place to go and Buy

Tractors and Farm Implements must be sold and kept sold during their period of usefulness. Only the dealer can do this. Consumer support is of little value without Dealer Co-operation.

Upon dealer organization often rests failure or success. No manufacturer has a perfect or a permanent, unchangeable dealer organization. Hence the importance of continuous advertising to the trade. What are your plans?

Our Subscribers sell Equipment to over 320,000 Farmers

They Handle:

Tractors
Tractor Implements
Threshers
Tillage Implements
Stationary Engines
Electric Lighting Plants
Cream Separators
Milking Machines
Barn Equipment
Washing Machines
Pumping Equipment
Water Supply Systems
Harness
Hardware Lines
Implement Specialties
Haying Machinery
Harvesting Machinery
Vehicles and Sleighs
Wagons and Trucks
Automobiles
Auto Accessories
Motor Trucks
Fuel Oils, Machine Oils, Greases, etc.

The Co-operation and Sales Efficiency of our Readers can assist you develop Bigger Business.

Manufacturers find it harder to keep their dealer organization intact. So do Jobbers. Yet better dealers are required than ever before. Proper dealer morale, aggressive interest in your goods, cannot be obtained without a constant advertising appeal.

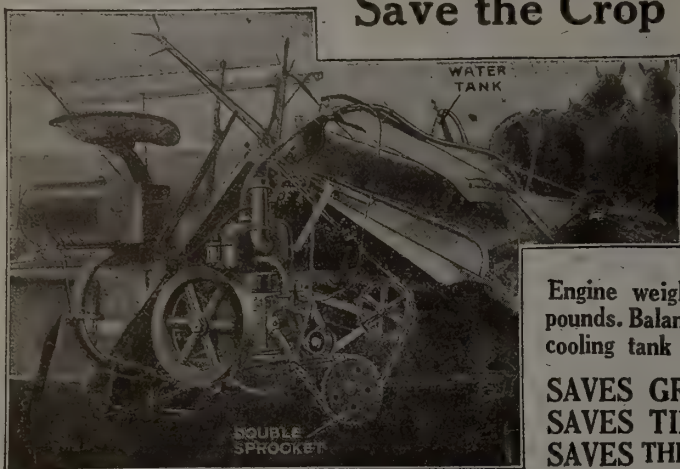
To create prospects the farm press will assist you. But what good are prospects which cannot be handled locally?

One good, aggressive dealer to-day is worth a hundred consumer prospects.

Advertising Rates and Distribution of Circulation Will be Sent Upon Request

CUSHMAN BINDER ENGINES

Save a Team on the Binder and Save the Crop



4 H. P.
The
Original
and
success-
ful
Binder
Engine

Engine weighs only 190 pounds. Balanced by water cooling tank on front

**SAVES GRAIN
SAVES TIME
SAVES THE BINDER**

The 4 h.p. Cushman is also the best all-purpose farm engine you can sell. It has held the lead for 15 years as America's foremost farm power engine. Does all regular jobs, and may be attached to rear of binder, as shown, saving a team and saving the crop during a wet harvest. The farmer cuts a wet field without trouble. Positive action given on wet, sodden, levelled or tangled grain. In hot weather it lightens draft for the horses.

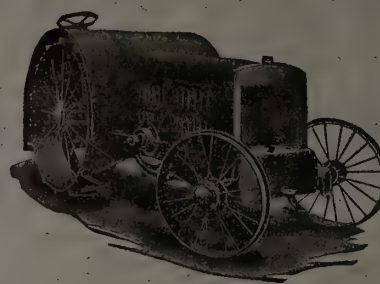
An Attractive Proposition

Lincoln 24x46-in. Separators

We have a limited number of 24x46 Lincoln Separators at Special Prices, with usual Dealers Commissions. Get details. You can sell at our quotations.

GET A CUSHMAN ENGINE ON YOUR FLOOR

Cushman Motor Works of Canada, Limited
Builders of light weight, high grade Gasoline Engines for all Farm Power Work
DEPT. CF, WHITE AVE. AND VINE ST. WINNIPEG, MAN.



LITTLE GIANT Tractors

Model "B," 16-22 H.P.
Model "A," 26-35 H.P.
1½, 3 and 6 miles per hr.

The Packard of the Tractor World. Will compare favorably in design, material and workmanship with the best automobile or motor truck made

SOME EXCLUSIVE MECHANICAL FEATURES

Three speeds forward which cut working time in half when load is light;

Spring mounted, front and rear, with three point suspension for rough work on uneven surfaces;

Enclosed spring draw bar, preventing damage by jerk in starting or while in motion;

Self-cleaning bull gear of ladder type;

Working parts hooded from weather and enclosed from dust and other damaging elements;

Uses kerosene perfectly, and better than most others do gasoline.

SOME EXCLUSIVE AGENCY FEATURES

Long term payments to good buyers, and cash commissions to dealers on receipt of buyer's settlement which we accept without recourse;

Bankers co-operate freely with our dealers, for buyers can get needed equipment on easy terms. No money is taken from their territory but cash brought in to extent of dealer's commission;

Sample machines furnished dealer without cash investment;

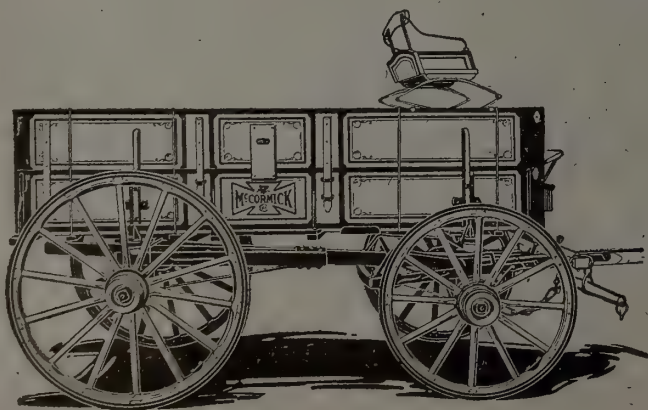
Good profit paid in spot cash;

Our DEALERS are SELLING TRACTORS when all others have laid down. State fully your territory in your letter.

LITTLE GIANT COMPANY
234 Rock Street, MANKATO, MINN., U. S. A.
ESTABLISHED 1876

McCORMICK WAGONS

This Fall should prove a good wagon season—especially good for the McCormick-Deering dealer with McCormick wagons to sell. Farmers throughout the Dominion have confidence in the McCormick name. They know it never has, and never will be placed on any product not up to the McCormick standard of quality. You can help maintain this confidence by telling your wagon prospects all about the McCormick. Go over its features, one by one. Prove to your customers that a better proportioned, better ironed, and better built wagon cannot be found—regardless of price.



Material Used in McCormick Wagons:

WHEELS

Hubs—strictly white oak.

Bent rims—white oak, straight-grained.

Rim rivets—both sides of each spoke.

Spokes—"A" grade hickory or oak.

Tires—International High carbon steel—extra wide, round edge.

Skein Boxes—dust-proof collar, extra heavy, wide shoulder.

GEARS

Axles—clear, tough, selected hickory, large dimensions.

Sandboard—choice oak.

Bolsters—choice oak.

Stakes—selected hickory or oak, International pattern, extra extension stake.

Reach—selected, straight-grained oak, 3x4-inch, heavily ironed.

Rear gear reach box—International pattern, one-piece.

Hounds—straight-grained oak; extra thick and long; wide apart on axles.

Iron proppets—resting on axle and supporting sandboard.

Tongue—special width to give greatest possible strength sideways.

Doubletrees—selected hickory, ironed on top, bottom, back and front.

Singletrees—selected hickory, strap-ends.

Sandboard plate—forged from one piece of high-carbon steel.

Clips and braces—steel.

Skeins—special iron and design, extra heavy, with extra wide bell opening.

WAGON BOXES

Side and end boards—best grade of lumber for the purpose, free from knots.

Bottoms—long leaf yellow pine, double thickness over front and rear bolsters.

Extension stakes—hickory or oak.

Cross sills—hardwood—International pattern.

Wheel rub irons—double thick, special pattern.

Binder rods—two on each side are furnished regularly.

INTERNATIONAL HARVESTER COMPANY
OF CANADA LTD.
HAMILTON CANADA

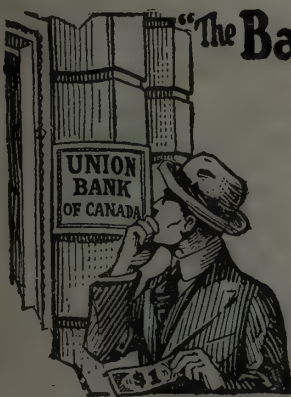
WESTERN BRANCHES—BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA., ESTEVAN, N. B., BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.
EASTERN BRANCHES—HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST. JOHN, N. B.

CANADIAN FARM IMPLEMENTS

VOL. XVIII, No. 9

WINNIPEG, CANADA, SEPTEMBER, 1922

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00 Per Copy, 10 Cents)



"The Bank Won't Bother With It"

"If I open a Savings Account for \$1.00, it will look so foolish—I'll wait until I have \$50 or \$100." That is what is keeping thousands of persons poor.

The Union Bank is the Bank of the People. We welcome your Savings Account whether you open it with \$1 or \$100.

Copy of booklet "One Dollar Weekly" sent on request.

UNION BANK OF CANADA

Head Office - WINNIPEG

Protection versus Possibility

No merchant can say when he may suffer fire loss. He may take every precaution against fire—but what of his neighbors; or again, a general fire may sweep his part of the town.

Should you have a fire to-night, how would it affect you? Are you adequately protected against fire loss? Think it over.

Our Policies give Hardware and Implement Dealers absolute protection at *one-half* the Board Companies' rates. Our Hardware Companies have paid 50% dividend on their policies for over fourteen years. Why not combine safety with economy? Write us for particulars. You will be under no obligation.

ASSETS OVER \$4,000,000.00.

NET CASH SURPLUS OVER \$2,000,000.00.

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager,

802 Confederation Life Building, Winnipeg.

Watson's Hardwood Frame Saws and Roller Crushers

Our wood and pole saws have solid steel shafts and high grade babbitted bearings. Hardwood frame is strongly built and rigidly braced. Heavy, solid, balanced fly-wheel and three 5 x 6-in. pulleys. Complete saw mandrels supplied separately if desired, also blades in all sizes. Lay in a stock—now.

We Also Handle

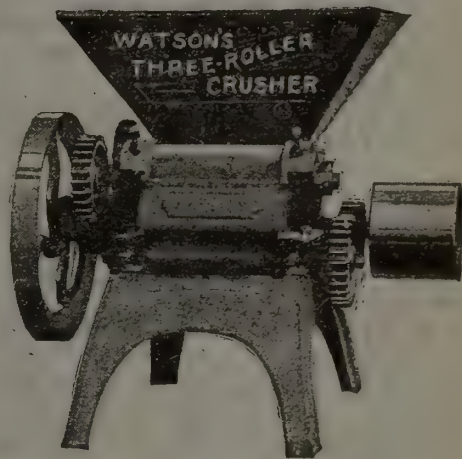
Harrows, Feed Crushers, Pump Jacks, Horse Powers, Wheel Barrows, Sleighs Grinders, etc.

Ask for Complete Details and Prices

John Watson Mfg. Co.

311 CHAMBERS ST., WINNIPEG, Man.

WATSON'S 3-ROLL GRAIN CRUSHERS are a line the dealer will find in big demand. The grain is fed to three grooved rollers, running at different speeds. Fineness of work quickly regulated by set screws. Strong iron frame; heavy fly-wheel. Pulley furnished as regular equipment. Rolls, 12 x 6 inches. Power required, 6 H.P. and over.



BREEN BATTERY SPECIALS

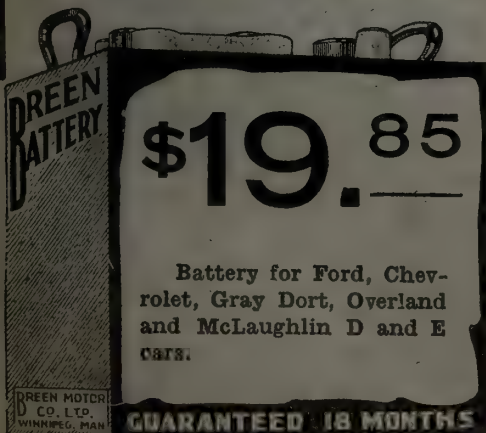
TYPE \$ 25.⁸⁵
136

Battery for Chevrolet F. B., McLaughlin, Oldsmobile, Nash, Studebaker cars.

TYPE \$ 31.⁸⁵
712

Battery for Dodge and Maxwell cars.

Dealers: write for our special Agency proposition



Battery for Ford, Chevrolet, Gray Dort, Overland and McLaughlin D and E cars.

GUARANTEED 18 MONTHS

BREEN MOTOR CO., LIMITED - WINNIPEG

COULD YOUR WIFE LOOK AFTER YOUR INVESTMENTS?

Few women have the business training necessary to enable them to invest any considerable sum at a reasonable rate of interest and with absolute safety for principal. Yet this is what many beneficiaries under Policies of Insurance are suddenly called upon to do.

The Great-West Life issues particularly attractive policies payable in instalments to the beneficiaries under various plans. Our folder, "Life Insurance Insured", will prove of interest to anyone intending to take out Life Insurance. Write for it. It will place you under no obligation.

The GREAT-WEST LIFE ASSURANCE Co.

Dept. "P.16"

Head Office : : : WINNIPEG



COCKSHUTT Plows for Fall



Plows that have stood the test of time are the kind you want to handle. Farmers in your locality know the good reputation Cockshutt Plows bear. Cash in on that good will by pushing their sale now.

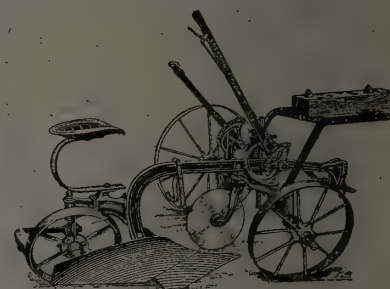
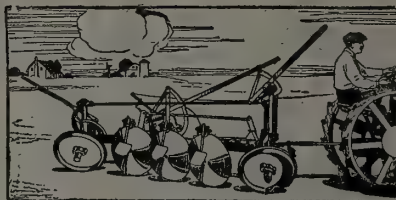
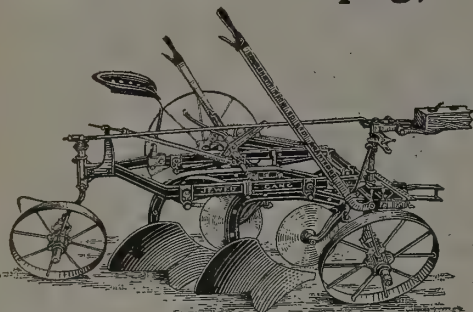
Many farmers have postponed the purchase of necessary equipment for two or three years. With this year's crop safely harvested they are now in the market for one or more plows. Show them the splendid assortment of types and sizes you can offer and the satisfactory experience others have had with these implements and their business is yours.

It pays to sell a line of plows that will meet every demand. The Cockshutt line embraces practically every implement a farmer requires for tilling his land and harvesting his crops—a line that pays you well for all the time and work you spend on it. Each sale means a satisfied customer.

Write our nearest Branch for supplies of Plow literature

Cockshutt Plow Company, Limited.

Winnipeg, Regina, Saskatoon, Calgary, Edmonton.



“WATERLOO” CHAMPION SEPARATORS for Fall Trade

Six Sizes: 20 x 36, 24 x 36,
28 x 42, 32 x 52,
26 x 56, 40 x 62.

Years of experience in thresher design and construction assures the dealer a separator that he can sell against any competition. The “Waterloo” gets all the grain. Guaranteed grain savers and crop takers. They are the most efficient outfit you can sell, and assure satisfied customers. Equipped complete with Wind Stacker, Feeder, Loader, Register. Get our prices.



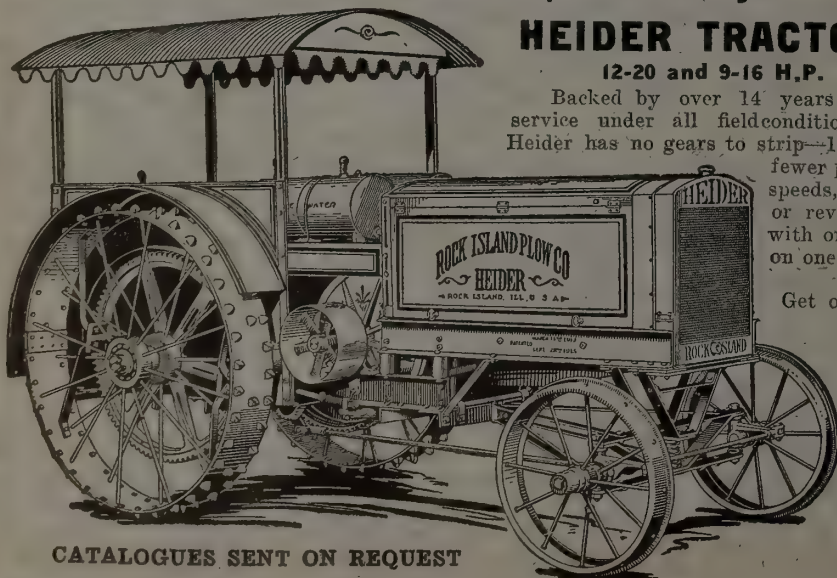
Send us your prospects. We co-operate with you.

HEIDER TRACTORS

12-20 and 9-16 H.P.

Backed by over 14 years perfect service under all field conditions. The Heider has no gears to strip—15 to 20% fewer parts. 7 speeds, forward or reverse, all with one lever, on one motor speed.

Get our prices.



CATALOGUES SENT ON REQUEST



TRACTORS

12-22 H.P.
16-30 H.P.

The SIMPLEST
TRACTORS
BUILT

Economical and dependable power for all field work, and ample, flexible power for driving the separator, even when handling the heaviest crop. Handle the Eagle. Your profits are not swamped by service expenses. Once sold the Eagle stays sold. Note the large wide-faced belt pulley in the right position for belt work. Horizontal, twin-cyl. valve-in-head motors. 12x22 is 7x8 inches; 16-30 is 8x8 inches.

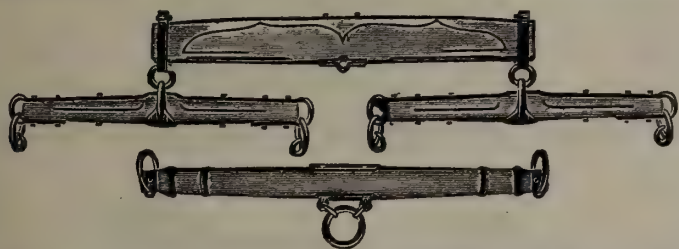


We manufacture and Distribute:—Kerosene and Gasoline Tractors, Plows, Discs, Portable and Traction Steam Engines, Separators, Wind Stackers, Baggers, etc.

Waterloo Manufacturing Co. Ltd.

PORTAGE LA PRAIRIE, MAN.

WINNIPEG REGINA SASKATOON



Westco
REGD

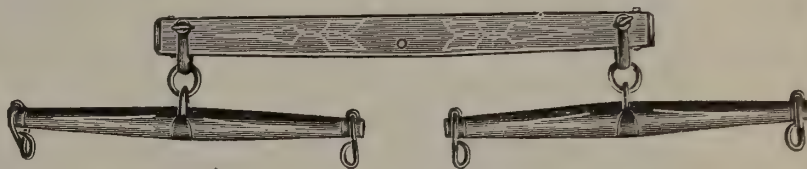
GUARANTEED

LINE OF

Wagon DOUBLETREE SETS

(Varnished or Painted Finish)

Agricultural Sets
Plow Sets

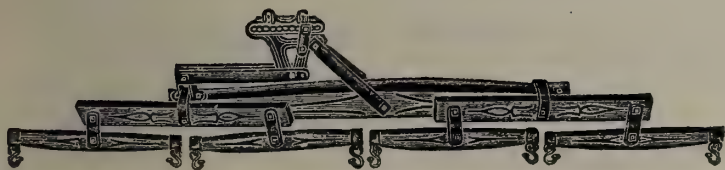


Hitches In Tandem or Abreast Patterns

To suit any Team Equipment

FROM

TWO to FOURTEEN HORSE



CRESCENT PLOW SHARES



Perfect in Fit. Over 1,500 Patterns

"The Best Share for Every Plow"



Regular Style. Bolted and Fitted Plow Share.
Perfect in Fit. Best in Quality.

Size up your requirements. Write
us for Latest Lists.

Lay in a Stock to meet the demand.



Reverse Side of Regular Style Share. Note the Wide
REINFORCED POINT and WELD.

Crescent shares are produced by specialists from the finest grades of Soft Centre and Crucible Steel. Farmers know—and ask for—this line, and there is a type to suit practically every plow in use in the Canadian West. They assure you steady business and nice net profits on every set sold. Don't delay. Specify "Crescent" and accept no substitutes.

Distributors to the Western Canadian Trade.

Crescent Fitted Plow Shares are a line that will add to your prestige and profits. Cash in on the demand that exists for this well known line. In quality of materials, accuracy of fit and fine finish, Crescent Shares maintain their supremacy in every territory. The fit of every Share is carefully tested before leaving the factory.



Crescent Engine Gang Shares. Fitted and Bolted.
Unequalled for Power Outfits.



TRADE MARK

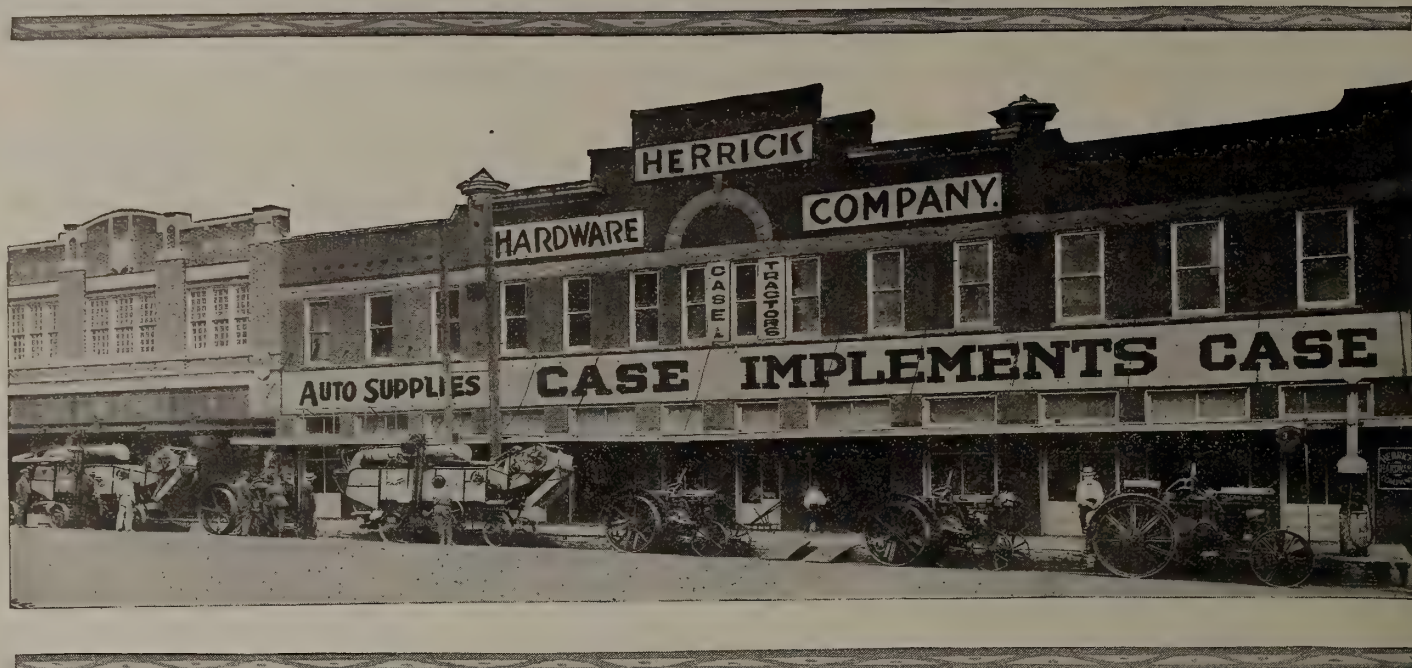
D. ACKLAND & SON, LTD.

WINNIPEG

CALGARY



TRADE MARK



Permanence

We furnish sales helps of the most effective kind, to aid Case Dealers in finding prospects and closing sales for Case Power Farming Machinery.

THE power farming machinery business is not a "get-rich-quick" game. Its history is full of examples of men and firms that were wrecked by desire for quick, easy profits.

The concern that stays in business and grows is the concern that renders a needed service to its customers, and that is as true of dealers as it is of manufacturers.

The best service you can render to your customers is to sell them machines of satisfactory quality at the lowest prices consistent with quality. That policy is a sure business builder.

We believe that our eighty year record of success and growth proves beyond any doubt that Case Power Farming Machinery meets with the approval of intelligent farmers.

The Case line of Farm Tractors, Steam Engines, Steel Threshers, Silo Fillers, Baling Presses, Road Machinery, Grand Detour Plows and Disk Harrows, is now so well and favorably known that purchasers for Case machinery will be found on every dealer's territory.

The dealer who sells Case machinery renders a needed and much appreciated service to his community. The line will help establish his permanent success. Therefore, a contract to sell Case machinery is an asset to any dealer. Write today for information about the latest Case Dealer's Agreement.

J. I. CASE THRESHING MACHINE COMPANY

(Established 1842)

Dept. X214

Racine

Wisconsin

NOTE:—Our plows and harrows are NOT the Case plows and harrows made by the J. I. Case Plow Works Co.

Factory Branches: Alberta—Calgary, Edmonton. Manitoba—Winnipeg, Brandon. Saskatchewan—Regina, Saskatoon. Ontario—Toronto.



CASE
TRADE MARK REG. U.S. PAT. OFF. AND IN FOREIGN COUNTRIES
POWER FARMING MACHINERY



CANADIAN FARM IMPLEMENTS

Vol. XVIII., No. 9

WINNIPEG, CANADA, SEPTEMBER 1922

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00 Per Copy, 10c)

Labor Saving Value Modern Farm Equipment

America was the first nation to invent and develop the great labor-saving machinery for seeding and harvesting crops, and as a result this continent made the greatest strides of any in conquering virgin soil. Without modern farm machinery we could not to-day seed and harvest one-tenth of our annual crops. Yet, great as has been our agricultural advances in this direction they are still far behind the factories. The farmer still depends too much upon hand and horse labor, and not enough on power machinery. He is still too much at the mercy of the "hired man," who in the harvesting and seeding season is hard to find and high priced when discovered. The farmer of the future will perform a score of jobs by machinery that to-day is done by hand, and as he does this he will find more time to devote to other more important work.

The Farm Power Plant

The small farmer will have his gasoline power plant operating churns, separators, milking machines, grindstones, wood saws, feed grinding machines, clippers, sawing and laundry machines, turning lathes and a score and one small articles of this nature. He will moreover pattern after the manufacturer and so group his machines that one man can attend several. In some factories a boy not more than 18 years of age can watch, feed and attend to a group of five and six machines operated by a single shaft. In doing this he accomplishes, with the aid of the machines, work that formerly required thirty men to do. Imagine the wonderful saving to the

manufacturer! It may not be that the small farmer will ever achieve any such wonderful results as this, but there are small farms to-day where engine power has displaced four and five hired men.

On the Dairy Farm

For instance, the milking machine operated by a small gas engine saves 50 per cent in labor bills. This has been demonstrated over and over again. Now what factory owner would hesitate a minute in changing from hand labor to machinery where he could cut down his labor bills from one-third to one-half? Yet there are tens of thousands of farmers to-day engaged in the dairy business who depend upon uncertain hired help to do the milking. A farmer with the help of a boy, 12 to 17 years of age, can with a properly installed milking machine handle a herd of 50 to 60 cows at a cost of a few cents per hour for fuel, lubricating oil and repairs to rubber parts. In addition to the labor saved, the time consumed is about one-half that required by hand. One man can operate or attend three milking machines, and thus milk six cows at a time, and it requires only from five to six minutes to milk each one.

This is merely one department of saving that the farmer can make through adopting machinery to do work that was formerly performed entirely by hand. It indicates the direction toward which our farmers are moving.

Power Pumping Economical

Take another line of work such as pumping water either for

supplying stock with a drinking supply or for filling irrigation ditches. A gasoline motor of $3\frac{1}{2}$ horse power driving a pump with a $3\frac{1}{2}$ inch stroke, with a normal speed of 500 revolutions, will pump as much water in a given time as eight men could do working on the best and most approved hand pumps. Eight men operating a pump steadily at \$1.75 per day would represent a cost of \$14. The gasoline-driven pump would require no one to operate beyond an occasional examination to see that all was going well, and the consumption of gasoline for each day would cost less than the wages of one man.

Of course, few farmers require steady pumping of water day after day, but the fraction of a day consumed in this work would represent that amount of waste. In irrigation work the loss in the course of a season would be considerable, and when you multiply half an hour (the time a man might be expected to spend in pumping water for the stock) by 365 we have 182 hours or 18 days and more of ten hours each. Stop and figure how much that costs your customer in the course of a year.

Of course, if the gasoline engine could be used only for pumping water an hour a day, its utility might be of a doubtful nature on the average farm. Its wonderful adaptability to other work makes it more than earn its board. When not used for pumping water it can be harnessed to other machines.

General Implements

A manure spreader enables one man to accomplish at least 50 per cent more work in a day than when the manure is hauled and spread by hand, and, in addition, the work is better done. It requires about one hour of time for two men to put on a load of hay when the hay is pitched by hand from the windrow. The same two men can put on a similar load in twenty minutes if a hay loader is used. Not only is there a considerable amount of time saved at each load, but, since more hay can be made in a given length of time, good weather may be utilized to better advantage.

Larger tools may, in many cases, be used to advantage. It is highly desirable to place as much power under the direction of one man as can be used profitably. It is too frequently the case that two men will be found working side by side in the same field, each driving a 2-horse team hitched to a small harrow. It is a simple task to combine the two harrows so that one man can drive the four horses while the other is free to perform some necessary service elsewhere. One man can drive a 3-horse team hitched to a 16-inch plow with no more effort than is required to drive a 2-horse team to a 12-inch plow. Better still, hitched to a gang plow and cut two 12-inch furrows, thus accomplishing nearly twice as much as when operating a 2-horse team. Disk harrows drawn by 4- or 5-horse teams should be more common, and the double action disk is a labor saver on any farm.

The Manure Spreader and Bigger Yields

A series of tests at a U.S. experiment station, covering a period of 14 years, show that the value of increase in crops for each ton of manure added per acre amounted to \$3.31 on the general average. Computing the value of manure from the various farm animals, basing the value conservatively on the present prices of commercial fertilizers, we find that the

value of a ton of manure from the animal mentioned is as follows: Cow, \$4.81; pig, \$6.30; horse, \$6.28; sheep, \$8.38.

The processes of fermentation in piled manure generate more or less heat depending upon how wet the manure is, and how readily air can seep into the pile.

In cow manure the heat developed is inappreciable; in horse

manure it is often so considerable that combustion actually takes place, and a pile of ashes results. During this fire-fanging practically all of the nitrogen is lost, and also most of the organic matter, which would have gone into the soil to form humus. Hence, as is generally recognized, the wet fermentation is the desirable type. This can be encouraged, and the

fire-fanging prevented, by obvious means. If the amount of heat developed depends upon the access of air and the wetness of the pile, the proper kind of rotting is bound to take place if the manure is kept packed down and soaked with water. These demands can be met in various ways; the deep stall method, the mixing of the wet and the dry manures, the

saving of all the liquid excrement, the use of water to keep the piles wet enough, are all effective methods of securing well-rotted piles of manure with a minimum of waste.

Assuming that a properly rotted pile of manure is ready for spreading on the fields, or that fresh manure is being hauled out daily, what are the good and bad practices in applying this manure to the land?

As soon as any manure is exposed to the action of rain, all the soluble material, be it much or little, stands a good chance of being washed out. If the manure is spread evenly on level ground, the washing will take place directly into the soil, right where it belongs. If the manure is dumped in piles, the area around the piles will receive the leachings, and the crop next season will show spots of luxuriant vegetation, instead of an even, beneficial effect. If the manure is piled on hillsides, the rain may wash most of the soluble material away into the nearest creek; especially is this true in the spring when the ground is frozen.

Farmers who take crops off their land year after year without fertilizing are mining the land of its fertility. The farm can be revived by years of careful nursing and fertilizing, but this means years in which it does not produce enough to return a profit.

The most effective means of insuring bumper crops year after year without mining the soil of its fertility, is to carefully conserve every pound of manure produced on the farm and apply it to the soil with a manure spreader.

There is always an inclination to put off the work of fertilizing. No man relishes the job of spreading the manure with a fork, and so long as the land continues to yield fairly good crops, the disagreeable work is put off.

More especially is this true in these times when farm help is scarce and high priced. Here lies the great argument for the dealer who sees an opportunity for pushing the sale of manure spreaders in his territory. The disagreeable features of the work are done away with; the manure goes twice as far. Twenty loads which were formerly spread on one acre laboriously by hand can be spread on two acres by the machine. Every farmer who has manure to handle and who wants the most money from his farming operations is a prospect for a spreader.

The dealer is not restricted as to choice of a type of machine to handle. There are sizes and types to suit every need and fancy. The machine may be high wheel or low wheel, it may

be an endless apron or reverse apron machine; may have a wide or narrow box, or may be equipped with a rack and attachment for spreading straw as well as manure. At all events, there are countless arguments for the dealer to use in relation to selling manure spreaders. The manufacturers of these machines will gladly supply information of the various types and designs produced. Every spreader sold is a means of increased yield in your district, and is an assurance of more money for the man who purchases it.

The Cost of Handling Tractors

At several of the recent conventions of implement dealers' associations in the United States, a good deal of time was devoted to the discussion of the margins allowed in handling tractors. This feature is of great interest to the Western Canadian trade, as the sales expense in merchandising tractors on both sides of the line is about equal.

Some manufacturers claim that the cost of handling tractors does not equal the cost of selling other lines of farm equipment, a point with which the average dealer will not agree. In tractor business there are things required of the dealer that were not necessary in the case of selling horse-drawn implements. These may be summarized briefly as follows: First, it requires more capital in the business. Second, it requires a stronger selling organization. Third, it requires more efficient and expensive help. Fourth, it requires more storage room. Fifth, it requires a special repair department. It is conceded that a dealer with the organization he has to sell horse-drawn goods, may be able to sell a few tractors, but he cannot build up and maintain a permanent business on that basis.

At a convention held in the Dakotas, one dealer quoted figures compiled from his own records, showing the number of days' service required to receive, assemble and deliver a tractor as compared with similar service on other machines. On a tractor selling at \$1,000 with a margin of 15 per cent four days' service was required; the same service would have been sufficient to handle three binders selling at \$750 with a margin of 18.8 per cent or corn binders at \$840 with a margin of 19.5 per cent. Only two and one-half days' service were required for ten 5-foot mowers selling for \$780 with a margin of 20 per cent.

Permanent trade is the ideal to be aimed at in tractor business.

To get this, local service by the dealer, who must maintain a strong service organization, is essential. Service is the cornerstone of any dealer's business, especially in connection with tractors.

It is open to question whether tractor discounts to the dealer, on the average, are more than 15 per cent. Graduated scales of discounts may range as high as 25 per cent, but the number of dealers getting the volume to earn the higher commission, is by no means large.

Take the percentage of profit in other lines the dealer sells, and consider the fact that most of these require little subsequent service. We have: Plows, harrows, manure spreaders, fanning mills, stationary engines, seeders, binders, mowers, and so on. These machines, when delivered, are largely sold for good. The transaction ends with their sale.

In the case of a tractor, several days' canvassing may be necessary to close the deal. A demonstration may be necessary. The tractor is delivered and, in most cases a man must go with the tractor, spend a day or two in giving the farmer instruction in care and operation, and not infrequently one or two return trips must also be made. Most of this sales expense is not encountered in the sale of other farm equipment. It must come out of the discount allowed the dealer, and if his overhead is 18 per cent he assuredly can make no fortune on a 15 per cent discount. Granting that it costs 18 per cent to sell implements (and Western Canadian dealers have proved that fact) the dealer may be making more money in selling lines which net him higher commissions than tractors. How many dealers are selling tractors only because they believe it necessary from the nature of and for the preservation of their business. They may handle tractors to ensure the continuation of their agencies on lines for which they have had an established trade for years. In effect, it would seem that if tractor sales are to get the aggressive effort which their importance justifies, we need more encouragement for the great number of potentially good dealers now in the trade.

In the United States it is stated by dealers that it costs 8 to 10 per cent to sell automobiles, which pay 15 to 20 per cent commissions, but dealers contend that tractors cannot be sold for less than 20 per cent. Some dealers in that country claim that 30 per cent off list and 35 per cent on

parts are necessary—these margins warranting an outlay for a fair stock of parts. One Kansas dealer, who buys outright, with 15 per cent and an additional 1 or 2 per cent on big volume, figures that it costs him \$100 for every tractor he sells. He says that 25 per cent is needed, and breaks even by trading—getting secondhand stuff for practically nothing.

It is agreed that service should be given by the dealer. In order to give tractor service, he must maintain men and equipment. A car must be maintained to do this, and a good service man will not work for less than thirty or forty dollars a week. To give the service required, it is necessary that the dealer should have adequate margin to do so.

Accessories and Specialties

The major part of the sales in the retail implement business may be seasonal, but the overhead continues every day in the year. Because of this fact the dealer should be continually on the outlook for specialty lines and new accessories for both automobiles and tractors. The winter season suggests such implement lines as tank heaters, feed cutters, cutter gears, etc. In the automobile line winter tops and a whole host of winter needs for the car owner are at the dealer's disposal. Add such auto accessory lines to your stock as you feel will meet the requirements of the motorists in your territory. Select only those which actually add to the efficiency of the car, or to its operation. Prove to the owner that every accessory which you handle will pay for itself in a short while, either through actual saving in operating cost or through increased comfort and safety afforded the car or its occupants. Remember that every purchaser of automobile supplies is a potential buyer of other goods.

Avery Develops Crawler

The Avery Track Runner is a four-cylinder tractor of the crawler type. It has a capacity for pulling three 14-inch plows $2\frac{1}{2}$ miles per hour, runs a 24x36 thresher with all attachments, tread runs very smooth on rollers, turns in its own length, rides smoothly over rough ground, can be used with or without front wheel, which can be detached in two minutes and attached in three.



For Coldest Winter Jobs Sell the OILPULL

THE OILPULL is a "year-'round" tractor and a "world-wide" tractor. It will work efficiently in any season and in any clime. This unusual quality is one of many characteristics made possible by TRIPLE HEAT CONTROL. For instance, the OILPULL never need be laid up in cold weather. WHY? Because the OILPULL Oil Cooling System *will not freeze*. Whether it is sawing wood or other belt work, or hauling, or plowing snow, the OILPULL will work efficiently in zero weather.

In addition, the OILPULL is protected from overheating in hot weather by the same TRIPLE HEAT CONTROL. Triple Heat Control has also made possible the wonderful fuel economy of the OILPULL. It saves 39% in fuel according to authoritative tests and comparisons.

These are some of the reasons why the OILPULL is a profitable tractor to sell—why our dealers sold tractors even during the blackest days of the past period of depression.

Ask the first Advance-Rumely dealer you meet about the great Rumely Tractor Schools and other features of the Rumely Agency plan. There are a few districts where we need good representation. Details will be sent upon request.

ADVANCE-RUMELY

THRESHER CO., Inc.,

The Advance-Rumely Line includes kerosene tractors, steam engines, grain and rice threshers, alfalfa and clover hullers, husker shredders and farm trucks

Serviced from 30 Branches and Warehouses

Calgary, Alta. 48 Abell Street, Toronto, Ont. Regina, Sask.
Saskatoon, Sask. Winnipeg, Man.



With the Manufacturers

G. M. Gillette, for the past three years president of the Minneapolis Steel & Machinery Co., Minneapolis, Minn., has resigned and retired from active business. Mr. Gillette first became associated with the company in 1903 and was elected to the presidency in 1919. The resignation of Mr. Gillette takes from the power farming industry one of its most prominent men. Mr. Gillette is sixty-four years old. No successor has been announced.

A. F. Knoblock has resigned as vice-president and works manager of the Cleveland Tractor Co., Cleveland, and his brother, H. Knoblock, has resigned as superintendent of that company. They plan to establish plants in Detroit, Cleveland, and other cities for the manufacture of transmission and timing gears for automobiles.

E. E. Tygert, assistant manager of the International Harvester Co. branch of Peoria, reports that his concern is enjoying good business and the tractor business is holding up well. The prospects are favorable for an exceptionally good tractor business this fall. Motor truck business is better than it has been for some time.

Announcement is made by the Cleveland Tractor Co. of the appointment of Mr. Edward Soule as foreign sales manager with headquarters at the company's general offices in Cleveland.

Mr. Soule's early career as an attorney at law led him to appreciate the value of law training in business and brought him, after a term of years with the Studebaker Corporation's foreign department, into the position of assistant foreign sales manager of the Cleveland Tractor Co.

He held this position from the beginning of 1917 until his recent promotion to the managerial responsibility. Mr. Soule reports a very decided improvement in foreign tractor business the last sixty days.

The Bristow Cultivator Tractor Co. has been organized at Portland, Ore., to manufacture a new general-purpose tractor. Some of the organizers are Claude S. Bristow, Floyd A. Mitchell, and John Brulatour. Mr. Bristow in the past has been connected with the International Harvester Co., the Bailor Plow Mfg. Co., and the J. I. Case Plow Works Co.

The J. T. Tractor Co., of Cleveland, Ohio, has been chartered with a capital of 20,000

shares, no par value, to manufacture and sell tractors of all kinds. Incorporators are Charles E. Artel, Charles Pollett, Neil Beall, John W. Eckelberry and Orville Smith. All of the incorporators give their address as 920 Guardian Bldg., Cleveland.

This apparently is a reorgani-

tion and will provide 200,000 square feet of floor space. Ultimately the motor truck plant will consist of five buildings.

Citizens of Ft. Wayne have shown their interest in the project by subscribing \$1,000,000 to the Greater Fort Wayne Development Corp., the primary purpose of which is to erect 1,000 new homes for employees of the new plant. The harvester company plans at first to use

ADVANCE-RUMELY BUILDS ON HISTORIC SITE

New Branch House in Omaha located on site made famous by notable events

The letting of the contract for the erection of a new Advance-Rumely Branch House at Ninth and Farnam Streets, Omaha, Nebraska, marks the passing of the Herndon Hotel—one of the most famous landmarks in that city.

The Herndon Hotel is a six-storey brick structure and was erected in 1858—long before there were any railroad facilities in the country. All the material was brought in either by boat or stage coach.

The building is rich in the memories of the history that has to do with the building up of the great agricultural section west of the Mississippi River.

The plans for the Union Pacific Railroad System were drawn in the building, and later, while President Lincoln was staying at the Hotel, he made the decision that the terminal of the Union Pacific should be in Council Bluffs rather than in Omaha.

Besides Lincoln, Grant, Sherman and other Civil War notables enjoyed the hospitality of the Hotel.

The building was later abandoned for hotel purposes, and was used as headquarters of the Union Pacific System. More recently, however, it has been used only for office purposes.



On account of its connection with various historical events, the Historical Society of Nebraska contemplates putting in the new Advance-Rumely Branch building a stone tablet on which will be suitably inscribed short reference to the important historical events which took place on this site.

The new Advance-Rumely Branch building is to be three stories and basement—of reinforced concrete with red brick facing and Bedford stone trim. It has a frontage of 98 ft. on Farnum St. and 132 ft. on Ninth. The first floor will be used for offices, show rooms, repair parts and repair shipping rooms. The upper floors and the basement are to be used mainly for storage.

The new Branch will be thoroughly equipped to take care of the rapidly expanding business of the Company in this section of the country. Shipping facilities are excellent. Service tracks of the Union Pacific System are located on two sides of the building, and complete stocks of repairs and new machinery will be maintained at all times.

As soon as the new Branch is completed, the present Branch House of the Company at Lincoln, Nebraska, will be abandoned. The contract calls for completion of the new building in 100 days.

zation of a company of the same name at Cleveland which has not been active for a year or more.

The International Harvester Co. has started construction of its large motor truck plant at Ft. Wayne, Ind., work on which was held up for some time due to general conditions. Three buildings of steel, concrete and brick now are under construc-

tion and will provide 200,000 square feet of floor space. Ultimately the motor truck plant will consist of five buildings. Citizens of Ft. Wayne have shown their interest in the project by subscribing \$1,000,000 to the Greater Fort Wayne Development Corp., the primary purpose of which is to erect 1,000 new homes for employees of the new plant. The harvester company plans at first to use

Mr. E. E. Russell, vice president in charge of purchasing of the J. I. Case Threshing Machine Co. of Racine, Wisconsin, has

just returned from a three months trip through Europe, where he has been studying European conditions.

Arrangements have been completed under which the Gray Tractor Company, Minneapolis, will act as northwestern distributors for Superior grain threshers manufactured by the Illinois Thresher Company, Sycamore, Ill. Their territory will include Minnesota and South Dakota. Samples may be seen at the Gray Tractor Company's headquarters in Minneapolis, and threshermen and dealers are especially invited to call and inspect them.

The Petrie Mfg. Co. Ltd., of Hamilton, Ont., has established jobbing connections with La Fonderie de Victoriaville, Victoriaville, Que., and also with leading factors of the trade in Australia and New Zealand.

The Dayton-Dowd Co., Quincy, Ill., has ready for the market a crawler type of tractor of 18-35 h. p. known as the Leader Model "GU" Crawler. This machine is 52 inches high and 54 inches wide, turns in a 6-foot radius and weighs 7,000 pounds empty. The engine is 5x6½, and runs at 800 r. p. m.

The old Sylvester Foundry at Lindsay, Ontario, has been reopened by the newly-organized Lindsay Foundry and Pattern Works, Limited, who have installed new cupola and foundry equipment. They are at present turning out gasoline engine castings for the Sylvester engine.

W. C. Durant, founder of General Motors Ltd. has purchased the Leaside Munitions plant at Toronto and will start the production of Durant automobiles. Plans call for a capacity of 100 cars a day. Every important part of the car will be produced in Canada. A wooden working plant will be erected for the manufacture of bodies. The main building now on the property is 130x640 feet and will form one of the units of a series of buildings, the first of which will be a three-story assembly plant 130x160 feet.

Beaver Truck Builders, Ltd., have started production in a well-equipped plant in Hamilton, Ont. Plans are already in hand for extensive additions to this plant. This is an exclusively Canadian company, and the directorate includes several of Hamilton's most prominent business men.

The Canadian Chicago Bridge and Iron Company, Limited, of Bridgeburg, Ont., and Montreal, Quebec, has changed its corporate name to Horton Steel Works,

Limited, according to an announcement made by C. H. Ssheman, general manager of the company.

A pioneer engineer, in the early nineties, Mr. Horton revolutionized the steel tank business by inventing the hemispherical-bottom elevated steel tank of which thousands are in use throughout the world. A few years ago his son, Mr. George T. Horton, now president of the Horton Steel Works, Limited, invented the elliptical bottom tank with riveted steel riser which was a further advance in the art of steel tank building.

Grand Detour Division of the J. I. Case Threshing Machine Co. had on exhibition for the first time at the National Tractor Show models of the Nos. 224, 234 and 244 Grand Detour interchangeable stub-beam plows. It has a steel sectional frame, the three plow is convertible into two plow, four plow into three plow, and the plows are convertible from a 14-inch cut to a 12-inch cut.

The Avery Co., Peoria, Ill., is building a road roller attachment for use with the Avery road tractor. The roller sets directly under the front end of the machine in place of the front axle. The turntable is mounted on ball bearings, about 75 one-inch hardened steel balls carry the roller. A tractor equipped with the roller has the same wheel base as one equipped with wheels.

The Associated Equipment Company of Minneapolis, dealing in farm implements and automobiles, was recently incorporated with a capital stock of \$250,000. The incorporators are W. C. Warren and J. McCullough of Minneapolis, S. L. Copeland of Fargo, N. D., and F. O. Bacon of Minot, N. D.

W. H. Schreiber of the Canadian Potato Machine Co., Ltd., informed the Canadian Implement Trade that business this year has shown a substantial improvement over that of the previous year. "Business was particularly brisk in the sprayer line," he said. "In fact, we could have sold one hundred more, if we could have manufactured them in time."

Springfield, O., Aug. 21.—A good-sized order for seeding machines was recently placed with the American Seeding-Machine Co. by representatives of the company located in Buenos Aires and New York City. Those who visited the plant and conferred with Foreign Sales Manager Frank Anthony were Edward Sarraith and P. Doglia, of Buenos Aires, and Terjon Waitling, of New York City. The shipment to South America will be start-

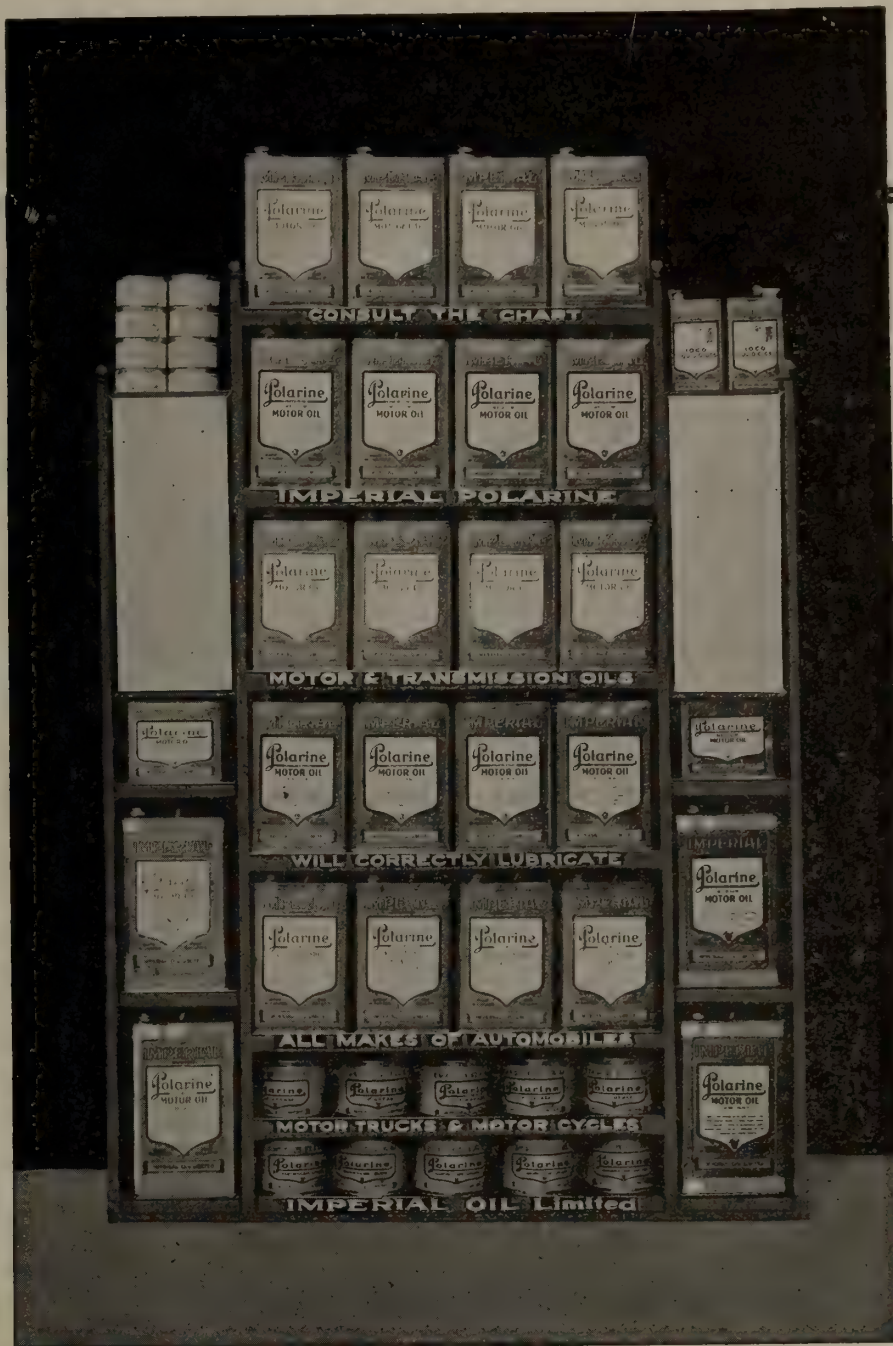
ed in October. The representatives say that business conditions in South America are improving.

Conversion of Bonds

The attention of the holders of the five and a half per cent. war loan bonds maturing December 1, 1922, is directed to the offer of the Minister of Finance to renew the loan on favorable

terms. The last Canadian loan was placed in New York at a satisfactory price. The Minister is making his present financial operation entirely a domestic one by offering to exchange the maturing bonds for new bonds bearing the same rate of interest, running for either five years or ten years as the bondholder may prefer. A further inducement to the investor is that he receives

a bonus of one month's interest. The terms offered are decidedly favorable to the investor and it is probable that a large part of the maturing loan will be renewed. Arrangements for the exchange of the bonds can be made at any branch of the chartered banks. Holders who do not wish to reinvest will be paid in cash on the 1st December. See adv. on page 23.



The Imperial Polarine Sales Rack holds a complete stock of Imperial Polarine Motor Oils in the well-known litho-sealed cans. It stands seven feet high, is 12 inches deep and five feet wide (only occupies about five square feet of floor space). Rack is double-faced for convenient display in aisle or window, and oil can be taken out from either side.

This Rack is constructed of good quality steel and painted in royal blue. It is lettered on both sides calling attention to the Imperial Chart of Recommendations which specifies the grade of Imperial Polarine Oil or Grease for every make of car and truck.

Rack is shipped to you assembled, ready to install. It is built to last for years and give good service.

A Salesman who asks No Pay

The Imperial Polarine Sales Rack provides a central display for Imperial Polarine Motor Oils.

It automatically makes sales for you while customers are waiting to be served.

It saves time in making sales and filling orders by having stock always conveniently at hand.

It enables you to guarantee better satisfaction to your trade by selling them the proper grade of Im-

perial Polarine Motor Oils exactly as recommended on the Imperial Charts which are prominently displayed on each rack.

Picture This Rack Standing in Your Store.—Think of the many advantages of having such a clean, neat display of oil always confronting your customers. Ask the Imperial Oil Salesman or write to our nearest branch for details regarding our special offer on this rack.

IMPERIAL OIL LIMITED

Canadian Company Canadian Capital
Canadian Workmen

Sell at a Profit

If you buy an implement for \$125 and sell it for \$126 that is not salesmanship at all. You show that you have a deficient eventual deficit to face. But if you buy the implement at \$125 and sell it at \$175 that is good salesmanship and you will have proper returns from your business.

To overbuy—to sell two thirds of the stock at a fair profit—to throw away the remaining third below cost at a sale—this is a usual thing. It is not good business and it is not good sense.

Selling for the sake of selling helps nobody. It does not even help the public in the long run. As it breaks down the structure of trade and commerce there must be a profit and in order to make this profit as large as possible, price should be mentioned least and last.

Possibilities in Tire Trade

If you don't handle automobile tires you are passing up one of the best lines that the retail dealers can take on. To-day there are more cars in your territory than ever before. Why not accept this trade opportunity? A standard made quality tire is a good line to sell. No matter how many precautions a motorist may take, he will never get more out of his tire than the manufacturer puts into it.

The motorist to-day looks more to tire quality—tires that are built to a standard. Mileage talk does not impress them so much as of yore. They expect quality and service and you can make money if you sell them that. Hitch up to a good line of tires. Put back of your tire business every resource and facility of the manufacturer of the tire that you sell.

The Tractor on the Farm

By G. H. Woolley,
Hyatt Roller Bearing Co.

We, of the power farming industry, know that there has been a great many tractors sold, but I believe only a very small number of what could have been sold, and a very small number of what would have been sold if the real value of operating a tractor had been emphasized to the farmer.

Tractors have been sold too much on a basis of profit and loss. While it is true that a tractor must show a profit in dollars and cents for power farming to live, it would seem that not enough stress has been laid upon the intangible value, the unrealized value, a value that is not altogether based upon dollars and cents; a value that is not measured in furrows turned or acres seeded, but is based upon certain facts which indirectly are as valuable, if not more so, than the actual monetary gain.

Automobiles are often sold to farmers on no other basis than just the pleasure derived from owning one. The matter of profit and loss is not a consideration in many cases. It should be easier to sell tractors to farmers than automobiles, and will be when he becomes well acquainted with the satisfaction and even pleasure indirectly derived in using one; the heretofore unrealized value must be understood before the tractor will become an accepted piece of farm equipment, as is the plow, binder or drill.

Why did the farmer accept the binder or a plow made from cast iron? Was it of their own free will and accord, with no effort on the part of the manufacturer? It was not. It was only after the scarcity of farm labor, due to the migration to the gold field, had become keenly felt that the farmer was at last driven to the use of the binder for his very self preservation. Even with the plow, the very basic farm implement, it took years to work along educational lines before the prejudice held against the iron plow was at last overcome and it came into general use. Once started, however, in the use of these implements, they were not long in recognizing their wonderful advantages. The iron plow enabled him to turn more furrows per hour with better results, and at the same time handling much easier than the kind before it. The binder not only enables him to cut and tie the grain with one operation, but it enables him to increase

his acreage and at the same time taking the drudgery out of the harvest.

The Satisfaction of Accomplishment

When using a tractor you pull your plows out of the ground at the sound of the supper bell and head toward home. There is a satisfactory feeling that comes over us when we see the extra furrows turned—the increased results accomplished and the work better done. The day's work is over, no horses to wash off if it has been a hot day, to feed or to water, no climbing to a hot mow for hay, no trip to the barn, necessary the last thing to see that all is right for the night. Most farmers have an automobile these days and the tractor enables him to have more evening hours of leisure to enjoy it, more hours in which to spend with his family.

Boys on the farm are just about the farmer's most valuable crop, and if the boys leave the farm for other kinds of work, then the country as a whole, will suffer. Boys bred in the city do not, as a rule, make successful farmers. Therefore, it is more than essential that the younger generation be given something to make life interesting for them outside of their usual farm duties. Generally boys raised on the farm are interested in things mechanical as well as in nature. If they switch the interest they take in horses to tractors, then the tractor will receive proper care. The affection they have for horses will, in time, be given to some other farm animal, which will perhaps be more productive to the farmer than his horse. At the same time the boys will be better satisfied and contented. Is this not a real value derived from the ownership of a tractor?

Farm work is not only hard work for man, but also for animals. Is there any pleasure in driving horses badly galled—yet it is very hard to keep them from becoming so, under the rush and stress of farm work. There are repair parts to be bought for the horse as well as the tractor. Harness must be replaced, veterinary bills to be paid, and these bills would be several hundred per cent. higher if the horses were obliged to work fifty per cent. as hard as the tractor will successfully work. Hot weather means nothing to a tractor, flies do not bother it. No time need be wasted to rest it at frequent intervals during the day.

An old customer should be as good a friend as an old shoe.



Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.
BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

For Bigger Fall Business---Sell "EASTLAKE"

Portable Corrugated GRANARIES

Strong, rigid, durable, simple, easily erected. Our prices are adjusted to meet the buyer, and assure a heavy demand. Your customers get the biggest granary value on the market.



"EASTLAKE" Construction Assures Sales

Erect one by your warehouse. The following sales points bring the orders:
The "Eastlake" fills from any side.
Two unloading chutes with padlocked cut-offs.

Two pressed steel doors.
Machine-made throughout; indestructible.
Interchangeable and removable side and roof sections.
No cast iron used anywhere.

ACT QUICKLY—GET OUR SPECIAL GRANARY OFFER
QUICK TURN-OVER AND GOOD PROFITS ARE YOURS

The Metallic Roofing Co., Limited
Manufacturers

797 Notre Dame Ave.

WINNIPEG, MAN.

THE NEW AVERY ONE MAN POWER-LIFT ROAD-RAZER

The latest model of "Road-Razer" manufactured by the Avery Company, Peoria, Illinois, is a one man, power-lift outfit in which many important new features are incorporated. This ma-

This lift is actuated by a timed clutch which engages like a plow lift clutch. It turns a crank to move the lifting lever and so raises the blade instantly. The 3-section flexible blade has a cutting edge which is detachable and reversible. This blade is held to the machine and backed by plow beam steel pieces. The

straddle type. It is provided with a roomy platform for the operator.

In view of the heavy work that the "Road-Razer" is sometimes required to do, a more rigid frame has been built. For example, the two side angle bar members are extended all the way up to the front end of the channels instead of being cut off and flat bars used.

The large 20 gallon fuel tank is carried on top of the machine in the rear so the hood over the engine can be removed without disturbing the gas tank.

No changes have been made in the powerful heavy duty motor or the transmission from the "Road-Razer" that came before the present model. A muffler is now added as standard equipment. Hyatt roller bearings are now provided in the front and rear wheels, while the bull pinion shafts turn in S. K. F. ball bearings.

The frame work that supports the platform and seat forms a very near retaining arrangement for the swinging drawbar. By means of this device a trailer may be drawn or the machine may be used as a tractor for hauling road building materials. On the right of the platform frame is a large roomy

is a cast steel lug with knob projection, and the third a wide extension rim with rectangular, cross section, flat bar cleats that extend across the regular rim and extension rim. Rubber tired wheels are also provided for the "Road-Razer" for city work where there is a great deal of hard paving to go over. This type also used for gravel, crushed stone and cinder streets. The rear wheels, when so equipped, have two rows of solid rubber blocks. Each block is inserted in a cast plate that is held to the wheel rim by bolts, and so is easily removable. The front wheel has a continuous rubber band tire.

The scarifier attachment for the Road-Razer is of interest. It consists of five 1 1/4 in. square teeth pointed at either end and held in a heavy cast crossbar. The tooth bar is attached to a movable steel drawbar that is pivoted to a bracket that extends down the frame. The scarifier is held down by heavy compression springs and is raised by a hand-lift lever.

With the many new additions and refinements of the new model the Avery Road-Razer sets the pace more than ever before in the solving of the road maintenance problem.



chine is designed primarily for road patrol and maintenance work, giving maximum results at minimum cost.

For many years the road drag was the only equipment made for road maintenance work. The drag, however, merely followed the contour of the road, it rode over the high places and did not level them and it did not fill up the ruts and low places. The Avery "Road-Razer" has proven itself to be a real maintenance machine for it has a keen edged blade which cuts into the hard bumps, humps and ridges, shaving off the soil which is carried along by the blade to fill in the ruts, holes and depressions and so leave a smooth level road behind.

The blade being in three sections is flexible and by means of four hand levers is made to conform to the crown of the road.

A special feature of the new "Road-Razer" is the power-lift on the cutting blade. By means of this device the entire blade can be raised quickly and lowered instantly when passing over obstructions such as man-holes, water pipes and street crossings.

The operator can thus save time, do more work, and eliminate the necessity of always adjusting the blades each time they are raised and lowered. The power-lift also forces the blade into the hard surface of the road.

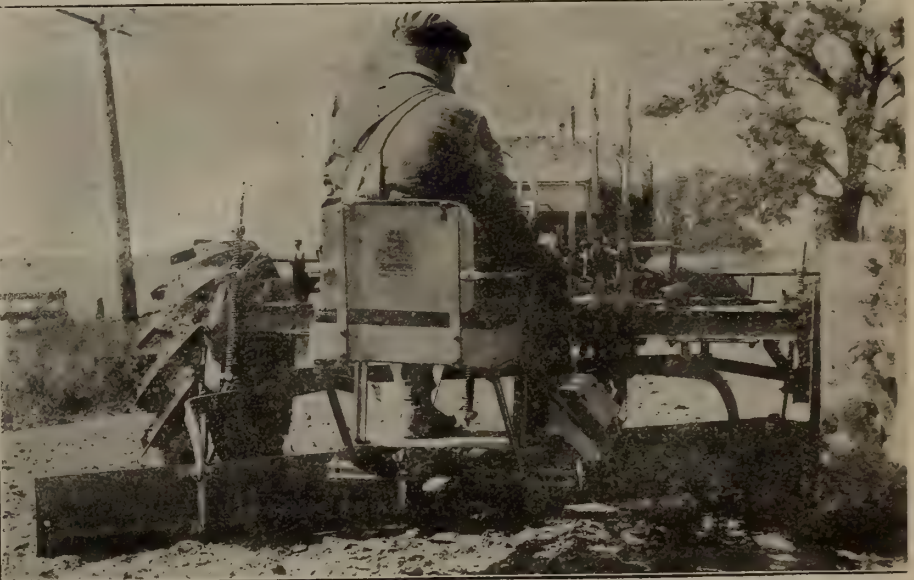
two 5ft. sections and the one 2 1/2 ft. section make a total cut of 114 inches. An additional 48 inch blade can be supplied for gutter work. Compression safety and pressure springs hold the blade down when the power-lift is lowered. These springs also enable the blade to lift over rocks, culverts and other obstructions. Safety shear bolts are also provided.

The gears of the new "Road Razer" are entirely enclosed and run in oil. The machine is also entirely equipped with roller and ball bearings.

An adjustment is provided on the angle drawbar to which the pull bars are attached so that by adjusting two bolts the angularity of the blade can be changed from the maintenance work position to a greater angle for doing such work as moving dirt after a grader to the center of the road. It is also especially suited to snow removal.

A friction brake controlled by the operator from his position on the seat is also provided by means of which the front wheel may be held in any position desired. To insure easy turning, the turn-table on the front wheel runs on ball bearings, while the front wheel has a removable flange.

The new machine also provides a comfortable upholstered seat which is easier to ride and easier to mount than the old



tool box, and at each side of the engine in the frame are carrier pans in which such tools as spades and picks to which the patrolman needs may be carried.

Three types of lug equipment are provided. One is the conventional angle cleat, another is the spud cleat which

For maintaining dirt, gravel or crushed stone roads, for removing snow, for moving dirt behind a grader, for preparing the grade level, for spreading gravel and crushed stone, the "Road-Razer" holds an unrivaled place.

(Continued on page 14)

The Lister Line is an All Year Profit Producer

Here's the Lighting Plant that Farmers Want The Lister Phelps Power and Light Plant

No other Lighting Plant selling at anywhere near the price of the Lister Phelps Plant offers such outstanding value. It has a guaranteed capacity of 50 and 75 lights without battery. No Switchboard—just a simple control box. A lever starts or stops engine, cutting out battery and gives 3 1/2 h. p. to power pulley. Operates on gasoline, kerosene, or distillate with equal economy.

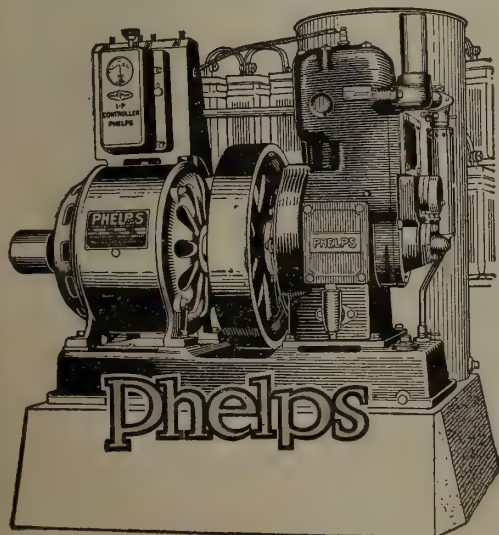
Get in line for lighting plant sales this fall. Write for particulars of our Profitable Dealer Sales Plan.

The Melotte Cream Separator

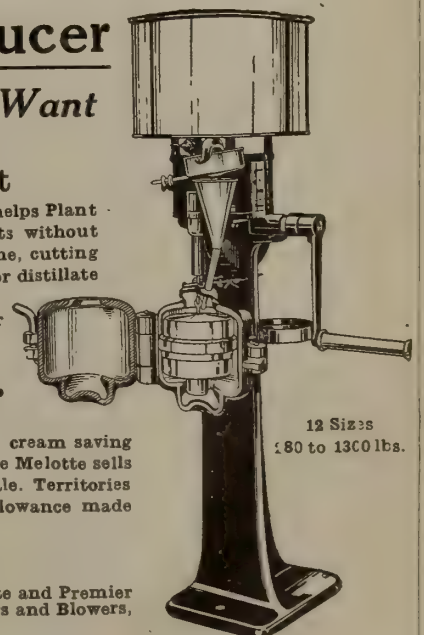
Sells for no more than other cream separators which are not to be compared for cream saving qualities, for long life, for ease of operation and economy of upkeep. Truly one Melotte sells another, for over a hundred thousand users all over Canada are daily boosting its sale. Territories are still available for progressive dealers. Easy sales terms arranged and liberal allowance made for old machines taken in exchange. Write us for particulars.

The Lister Agency is a Worth While Agency

The Lister Line includes: Gasoline and Kerosene Engines, Grain Grinders, Melotte and Premier Cream Separators, Milkers, Churns, Electric Lighting Plants, Ensilage Cutters and Blowers, Silos, Sawing Outfits, Pumps, Pump Jacks, etc.



1000 and 15000 Watts Capacity



12 Sizes
180 to 1300 lbs.

R. A. LISTER & CO. (CANADA) LIMITED
WINNIPEG, MAN. EDMONTON, ALTA.

The Necessity for Local Advertising

Many implement dealers go on year in and year out without using a single advertisement in their local paper so as to acquaint the community with the fact that they are in business. You may be well known in your community to-day, but there are always changes going on both in the people with whom you are doing business and in the goods that you handle. The changes among your customers, or prospective customers, are more perhaps than you have any idea. It might be well for you to sometime check it up. You can do this through your local postmaster or your banks by taking a mailing list that is a year or more old.

It may be that the community requires certain machines, but they do not know the particular type of machine you handle. If you want to prove this go out in the country some day and stop at every farmer you know. Ask him if he can tell you the name of the plow, tractor, potato digger or cream separator you handle. Then carry on a steady advertising campaign in the local paper for a month, featuring the machines you handle suitable for sale at that season. Go out again and ask the same people, and you'll find that they show a far more definite idea of the lines that you carry.

The average farmer takes his favorite farm paper for the information and advice it gives him in connection with his business—farming. It is his trade paper and he reads it for business reasons just as you do your trade paper. He studies the advertising columns and believes in them because the better class of farm paper publishers, and that includes the majority of them, guarantee the advertisements they carry. They go even further than that—they will not allow one advertiser to knock or refer to another advertiser's goods or methods of doing business.

The farmer, therefore, has confidence in the goods you sell, provided you handle lines for which a general reputation is being maintained and established through the farm press. The combination of this confidence with your own good reputation in your community can be made the biggest business getting combination available to you to-day. We think it is up to you to take full advantage of it. These are the best reasons that we know why you should advertise.

You have just two things that you can advertise—your machines

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF AND DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS VEHICLES, ENGINES AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG.

WINNIPEG, CANADA

Eastern Canadian Offices:—J. B. Rathbone, 95 King St. E., Toronto;
317 Transportation Bldg., Montreal.

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign, \$1.25 per year;

Single Copies, Ten Cents.

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the Implement and Vehicle Trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted, but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, SEPTEMBER, 1922

and your service. Your goods represent the physical commodities that you buy for resale from others. Your service is that part which you add in order to justify the profit to yourself. Let us give here an important thought—a merchant is entitled to profit only in proportion to the service he renders to the community in which he does business. Not any more or any less. The fact that you carry a stock of implements for which your customers can select the particular types they require, represents a service on your part and you are entitled to a just profit on the machine because of that service.

If you are handling well known standard lines your advertising problem is a simple one. You can concentrate your efforts upon your endorsement of these machines and your ability to supply them your service. On the other hand, if you are handling machines and equipment that are not well known in your community, you have got to spread your advertising efforts over both the machines and your business.

Experience has shown time and again that the implement dealers' big advertising opportunity lies in his ability to hook up his local advertising efforts with the lines that are well known and considered standard by the people in

his community—and that means generally advertised implements and machinery.

There are just two things that farmers read implement advertisements for: First, the make of the machine, what it can do and how it can save them time and make them money. They also want to know if it is suited for that particular locality. Second, they want to know where they can see the machine so as to satisfy themselves regarding its efficiency. It is, therefore, important in your local advertising that you feature the name of the machine you are advertising, use a cut of it and give a short description of what it will do for the farmer—which amounts to your endorsement. Your name and address, properly displayed, answer the second question for the interested farmers in your locality.

The Drift of Population

Percentage of population of farms changed tremendously with the passing of hand methods and the coming of machine methods. In 1800 about 97 per cent. of the people, it has been estimated, were to be found on the farm. To-day, in 1922, probably less than 50 per cent. of the population are on the farm.

Sheep and Screenings

Consider the appalling annual loss in Western Canada each year due to weed growth in crops, and the sale of dirty grain, also to lower grades obtained through poor seed selection. It seems that the farmers are taking a long time to appreciate the value of the humble fanning mill.

As a farm machine there are few investments that will pay their original cost quicker than a good fanning mill. Beyond the cleaning and selection of the best grain for seed, the farmer should clean his grain before marketing, saving dockage charges and conserving the valuable screenings for seed.

When we talk of "valuable screenings" some farmers will doubtless snort in derision. Let us show how this annual gift of screenings to the elevator interests works out.

Figures as to the annual freight bill the farmer pays on screenings shipped in grain to the lake-head may not be of interest, or figures showing the annual loss through dirty grain to the farmers of the west. What then can be done with the screenings if they are cleaned from the grain and kept on the farm?

As a practical illustration in this connection, the biggest fanning mill factory in Canada, located in Winnipeg, went into the sheep business last fall. They bought 42 good ewes and a pure-bred ram—all sheep of good breeds. The average cost of the flock was \$6.00 a head. During the winter these sheep were fed on practically nothing but screenings and some hay. The screenings were gladly donated by an elevator for the matter of dragging them out of sight. The total feed bill for the flock was \$25.00 for the winter, and they meant little work to take care of.

The way those ewes fattened on the screenings was remarkable. They laid on weight every week. The feed value of the screenings was never more clearly shown. This spring the ewes are producing a nice flock of lambs. The production of two or three lambs per ewe has increased the flock to date to about 130. The wool clip of the ewes this spring will be about \$1.50 per head or more. So here we have 42 ewes that have produced say 84 lambs at a low estimate. Original cost of sheep \$252. Cost of feeding and care, say \$40. Total cost, \$292.

For profit take the 84 lambs that will sell for \$8.00 or \$10.00 each next Fall, plus wool clip

that will net at least \$63.00. Valuing the lambs at only \$8.00 a head, we have a total revenue from the ewes of \$735, and a net profit on these "screenings-fed sheep" of \$443. While the farmer is doing nothing during the winter he could easily be making some money feeding his screenings to some sheep and the investment in a small flock is not a big matter.

The Question of Service

Until the farmer can be assured of prompt and efficient service he will hesitate about buying a tractor. Time is so precious to him in his hour of need that he will not place his dependence upon a tractor unless he knows he can

get immediate assistance in event of accident or trouble.

Until this question of service is settled to the satisfaction of the farmer, neither the manufacturer nor the dealer can possibly sell the number of tractors that the field justifies. And the growth of the industry will be correspondingly retarded.

Therefore, it is to the interest and profit of both maker and dealer that the service question be faced and settled as promptly as possible. So long as adequate service is not given, just so long will the manufacturer's capital and effort fail to bring proper returns, and the dealer's success be jeopardized.

Business Changes—Personal Items

J. G. Treleaven of Killarney, has sold out to A. Dudley.

Norman Clark has opened up a garage business at Morden.

W. H. McCall of Herbert, has sustained some loss by fire.

B. D. Krehbiel has just started a new garage at Drake.

T. F. Brown has started in the garage business at Didsbury.

D. MacEachern, of Souris, has suffered some loss by fire.

The Northern Valley Garage at Bowsman River has been burnt out.

The New Brunswick Garage, at Vancouver, has been sold to new interests.

The Westminster Iron Works, at New Westminster, have sustained a small loss by fire.

Arthur Pratt has opened up an implement business at Kindersley.

Norman Wiltzen, implement dealer, of Chipman, is reported to be changing his location.

Jas. Wilson is opening up a new implement branch at Vegreville.

Clark Bros., implement dealers, at Ebenezer, are reported to have sold out to McNichol.

Gillespie & Simpson have opened up a new garage at Saskatoon.

J. T. Jones has opened up a new implement business at McGregor.

Olsen & Wells have opened up in the implement business at Verwood.

MacDonnell & Scott have opened up a garage at Vancouver.

A. Fraser has bought out the business of Thomas C. Maris, at Lenora.

H. F. Anderson, manager of the Anderson-Roe Co., Winnipeg, spent a couple of weeks at the factory of the Emerson-Branting-

ham Implement Co., Rockford, Ill., early in the month.

J. Abrams, general sales manager of the Advance-Rumely Thresher Co., LaPorte, Ind., states that the grain separator and tractor departments are operating on full time.

New joint stock companies recently incorporated in Winnipeg are the Woolston Automatic Binder Knotter Co., with a capital of \$50,000, and the Parker Motor Sales Co., with a capital of \$50,000.

M. Cook, manager of the Gilson Manfg. Co., Winnipeg, recently returned from a two weeks' visit to the head office at Guelph, Ont. Mr. Cook says that the factory is working on full time on engine and grinder production.

B. M. Seymour, manager of the tractor division of the Allis-Chalmers Manfg. Co., Milwaukee, has resigned and has associated himself with the S. J. Taber Co., Allis-Chalmers distributors at Fargo, N. D.

Wilder Bros., Cleveland, Ohio, recently got in communication with the St. Boniface Board of Trade with a view to locating a factory in this suburb of Winnipeg. This company manufacture a tractor attachment for automobiles.

R. H. Procter, sales manager of the New Owatonna Manfg. Co., Owatonna, Minn., paid us a visit while in Winnipeg en route to Saskatoon where he displayed the Owatonna line of grain drills, which were also shown at the Brandon and Regina Exhibitions.

The following dealers have been appointed members of the provincial committee of the implement trade section of the Saskatchewan Retail Merchants Association: Chairman, A. J. Humphries, Raymore; 1st Vice-Chairman, W. J. Keller, Shaunavon;

2nd Vice-Chairman, Hugh Rorison, Moose Jaw; Treasurer, H. E. Hamilton, Unity; Hon. Secretary, W. A. Harvey, Macoun.

Under the provisions of the Companies Act in Saskatchewan, the following concerns have been struck off the register: The Rodless End-Gate Co. of Canada, Saskatoon; General Motor Accessories Ltd., Regina; The Saskatoon Hart-Parr Co., Saskatoon; The Richardson Road Machinery Co., Saskatoon; Reliance Garage & Motor Co., Shaunavon; Western Farm Implements, Watrous; Winona Tractor Co., Regina; The Tillers Machinery Ltd., Saskatoon; North-West Farmers & Threshers Ltd., Sceptre.

Hand Picked Customers

We know that the average farmer is not buying—possibly because he has neither money nor credit. But to the wise dealer this will not matter. He will not spend time on the impossible thing, but will concentrate on the farmer who has both money and credit. As one aggressive dealer puts it:

"No matter how hard the times, there is in every community some farmers who have money and whose credit is good. In fact, when you go over the territory with a fine tooth comb you will be surprised to find the large number of such farmers there are.

"Not all business men fail because times are hard. Neither are all farmers bankrupt just because crop prices are low. It certainly would be a fierce reflection on the farming profession if this were so."

With prices of farm products falling and the future very uncertain, even those farmers who had money laid by—and there are a large number of such—have been restricting their buying to what they had to have. Now with the growing belief that prices have hit bottom, buying will be resumed and should increase in volume and manufacturers and retailers who make or sell things that farmers need or want should have better business this year.

What of the Dairy Cow?

The farmer's falling back upon the dairy cow whenever he gets hard up has been an undeniable reaction in former periods of stringency, but it looks very much as though his latest recourse to her is to be the beginning of a permanent relation based upon sound economic processes. There is no question of seasons in marketing butterfat, no question of outlets, scarcely

any of price, and none of storage as with grain. The farmer gets his pay every week, he has cash in his pocket for running expenses, gets to asking less and less for longer time from the implement dealer, and, as good as any of these, he has learned just how much more he gets for corn and other ground crops by putting them through the dairy cow. Hard times made the farmer think and his productive efforts are going to be tinged more definitely in the future with thrift principles. Some old way of doing things will not appeal to him unless it can meet squarely the issue of being profitable. That's enough to put the dairy cow on a solid basis with him. But others have helped the farmer to this realization. Local business men have helped him, community welfare workers have helped, and the biggest man in some ways in the community, the banker, has been in the forefront of the movement to give the dairy cow her proper place on the farm.

Association Business

Today the public often has the erroneous idea that visions the trade association as some recent development which has entered our industrial life with a sinister purpose of throttling competition and elevating prices.

The trade association whether in the implement or any other business, is simply the means of doing those things which the members individually must do for their own perpetuation, at their own expense, except that they do them jointly with other members of the same industry having like necessities, at less cost than anyone could do such things singly.

Yet a vast amount of work of the trade associations does lend directly to the public benefit. An association which adopts and enforces a code of business ethics does so primarily for the guidance of its members, but a secondary and inevitable result is that the public is protected.

The Human Element

The manufacturer guarantees quality and durability in his tractor, but after all it is only a part guarantee as to its operation. The human element enters into every sale and unless the manufacturer can devise a system whereby every owner will receive the necessary education in the care and operation of his tractor, that manufacturer cannot guarantee durability, long life and satisfactory operation.

(Continued from page 11.)

More than one hundred demonstration machines are being sent over the country, to show the public how roads can be properly and cheaply maintained the Avery way.

The "Road-Razer" is not only fully guaranteed by a reliable well established company, but is also sold on approval with no settlement until you are satisfied.

This machine is built under the well-known Avery policy "A good Machine and a Square Deal."

Locating Impossible Agents

There are some men who would try to make out that the retail implement business is a simple proposition, if the dealer involved only knows his implement alphabet. This is not so.

Luckily the people outside the trade don't hear much of that sort of talk. Enough of them already think that the implement dealer holds a sinecure, without any special encouragement in that belief. Even as matters stand, the mutation from farmer into dealer and from dealer back into farmer again is tragically frequent.

Any man who would persuade another man that the retailer of implements has an easy job is an enemy of the business. And he is often in the business; sometimes a traveller determined to plant an agent whether or no; sometimes an unsuccessful dealer who itches to sell out to some

farmer friend totally innocent of any mercantile instinct.

For bringing so much green material into the implement business, both dealers and travelers may be to blame. Usually they are the dealers and travelers not destined to last very long. But the manufacturers cannot always go free of responsibility. They hire the travelers and contract with the dealers.

They Should Pay Cash To Get Repair Service

In a recent issue of the house organ of the Allis-Chalmers Mfg. Co., P. B. States, Service Manager, commented on the complaints made that implement and tractor dealers do not, in many cases, carry adequate repair stocks. Does the customer ever appreciate the dealer's position? asked Mr. Slater. He continues:

"There are usually two reasons why a dealer carries too small a repair stock. They are either a lack of good business vision or a lack of good hard cash.

"If the dealer lacks the first, there is little we can do to help him except to call his attention to the following facts: In not giving the best of service, he is los-

ing his most valuable asset—satisfied customers; the dealers who carry an adequate repair stock and give the best service are invariably successful; the other is overlooking an important source of revenue and he will lose his old customers instead of getting new ones.

"It is not our intention to pick this dealer apart, however, and the farmer is in no way responsible for the dealer who lacks business vision. Our desire is rather to bring to the farmer's attention the case of the dealer, who through lack of cash is unable to finance an adequately large repair stock.

"The average dealer is carrying as small a repair stock as possible so as to have very little money tied up in material that is not turning often. If the farmer comes in for a repair part and the dealer is out of the needed part, it is necessary for him to order it from the factory or branch house. The part is shipped to him C. O. D. Its arrival at destination means that the dealer has an obligation to meet. In other words, he must pay for the part so that the farmer can get it. If, in turn, the farmer asks the dealer to give him the part and put it on the book he is not co-operating with the dealer, but is making it harder for the dealer to conduct his business. The price of the part may not amount to very much, but when you take into consideration that the dealer may be asked to do the same thing twenty times a day for varying amounts you can readily see that it is a constant and heavy drain on his resources."

Economic Loss Caused by Dockage

A greater economic waste is due to the expense of handling the dockage itself. At present the farmers haul this dockage in the wheat to the elevators and sell the wheat without receiving anything for the dockage. Much valuable space is occupied in every wagon-load of wheat, in every carload of wheat, and in every terminal elevator and flour mill by the dockage in the wheat. If this dockage could have been removed at the time of threshing, the farmer would have been able to feed that part of the dockage having feed value, and he would also have saved the expense of hauling the dockage to the elevator. The farmer would in all probability have received a better price per bushel for his wheat if it had been clean, because, among other things, it is

necessary in basing the prices which the country elevator pays for wheat to take into consideration either the cost of removing the dockage or the freight charges which must be paid on the dockage contained in the uncleaned wheat which is shipped to the terminal markets.

The Problems of Tomorrow

Most merchants have entered business within the last twenty-five or thirty years; a period of gradually rising prices. Now you are entering an era of declines. The next twenty-five years will bring you entirely different experiences and problems.

The merchant must safeguard his investment through the elimination of unsaleable goods and the reduction of stocks so that steadily declining prices will not bring him serious losses on his purchases.

The cutting out of excess stock will speed turnover and save interest and other expenses. The money released can be invested in additional lines or put to other profitable use. Dollars must be made to do their full duty.

Just as a sluggish stream generates poisons which impair physical health, so does the sluggish movement of merchandise generate other poisons which impair the efficiency of your dollars. Sluggish dollars must be turned into active dollars. This will be the measure of future merchandising efficiency.

And since service of his customers is the merchant's primary excuse for being, it logically follows that if he does not serve efficiently he will soon be replaced. The time has come when we must recognize more than ever before the vital truth of Rotary's slogan that "He profits most who serves best."

Adaptation in Tractor Sales

There is no reason why the present implement dealer cannot adapt himself to whatever circumstances might arise and he is certain to see arise the vigorous and hustling methods of the motor car salesman. How does a salesman sell a motor car?

First: He has at all times a sample car on his floor. You should carry a sample tractor on your floor.

Second: He takes a prospective buyer for a demonstration around the town. You must demonstrate your tractor to your prospective buyer.

Third: He gets cash when he sells the car and you should get cash when you sell your tractor.

Fourth: He agrees to give service and repairs to the owner

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. Ltd.

A Complete Printing Service

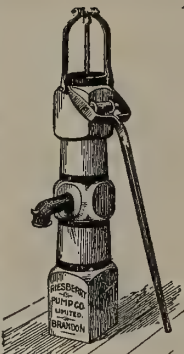
BANNATYNE AVE. WINNIPEG

PUMPS AND Clothes Reels

Made in the best equipped factory in Canada.

We make and handle pumps for all kinds of work.

We also install hydro-pneumatic Farm Water systems.



SUCCESSORS TO

The Riesberry Pump Co.

(Established 1882)

WRITE FOR DEALERS' PRICES

North-West Pump Co.

T. N. WILLIAMSON W. J. MERRELL

Phone 607

19-6th Street Brandon, Man.

RAPID-EASY GRAIN GRINDERS

A size to suit your power—small or large—and more work with same power than others. Quality of work and capacity and durability of machine and grinding plates unequalled.

A few styles and sizes are as follows:

No. A—6 inch. Plates (Flat) 2½ to 5 h.p.

No. B—8¼ inch. Plates (Flat) 5 to 10 h.p.

No. B—10 inch. Plates (Flat) 6 to 12 h.p.

No. C—9¼ inch. Plates Mill Head Custom Work 5 to 12 h.p.

CUSTOM MILLS:

No. D—10½ inch. Plates (Flat) 8 to 14 h.p.

No. D—11 inch. Plates (Flat) 8 to 16 h.p.

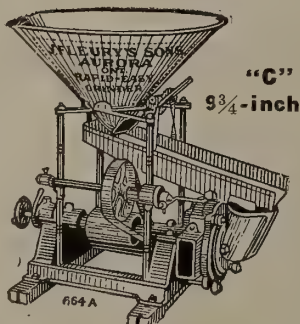
No. 7—13 inch. Plates (Flat) 15 to 25 h.p.

J. FLEURY'S SONS
Aurora, Ontario

Medals and Diplomas World's Fairs, Chicago and Paris

WESTERN AGENTS: **THE JOHN DEERE PLOW COMPANY, LIMITED**

Winnipeg Regina Saskatoon Calgary Edmonton Lethbridge



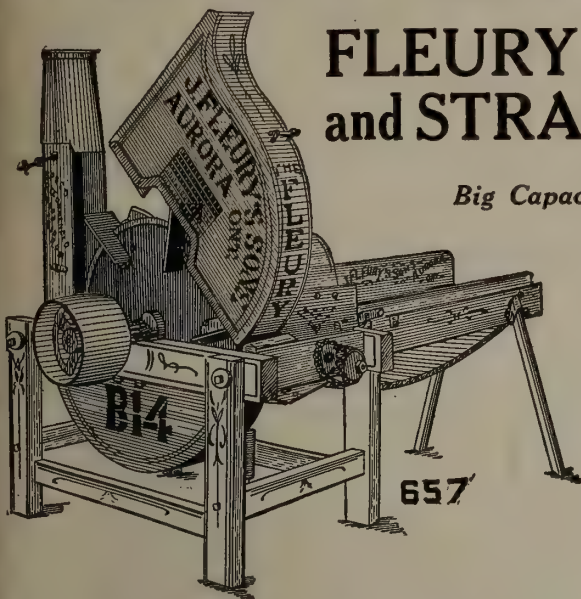
JOHN DEERE IMPLEMENTS THAT RAISE BIG CROPS OF BUSINESS

FLEURY ENSILAGE and STRAW CUTTER

Big Capacity—Quick Work

A No. B. 7 Blower with 12 inch mouth (used with an 8 or 12 H.P. Engine) is a handy size for a small farm. The cut material is delivered by pipe to any required point. Regularly equipped with steel pipe reaching twenty feet six inches from floor.

No. B. 14—has 14 inch mouth and is the most economic size for the large silo or for filling a line of silos.

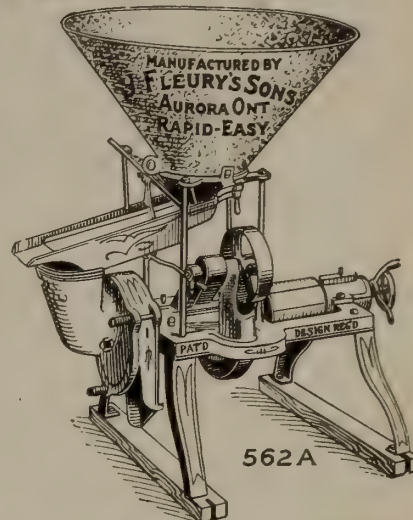


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FLEURY RAPID-EASY GRINDERS

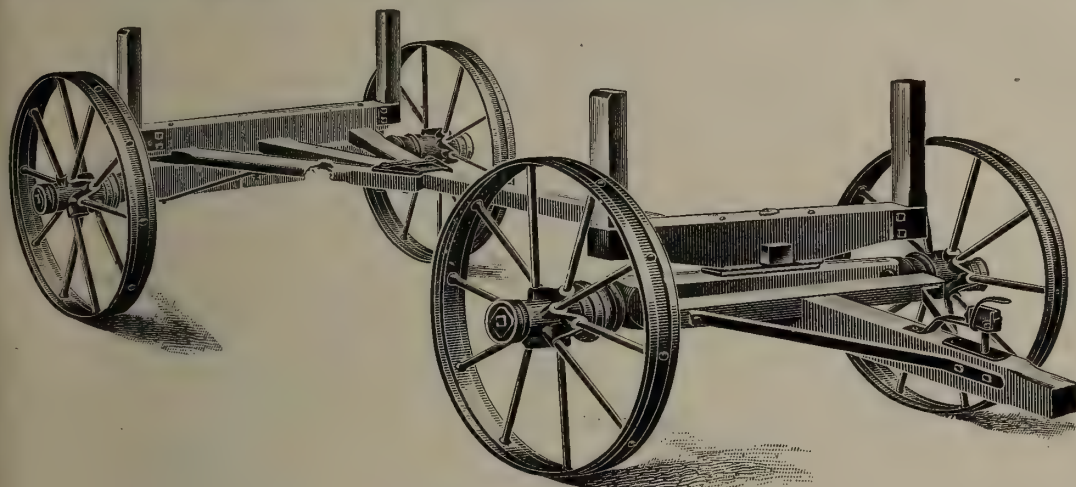
do more work with the same power than other plate grinders. Steel main shaft of large diameter, ball bearing at thrust end of shaft, a simple and effective device for the instantaneous separation of the grinding plates while the machine is running. Perfect feeding arrangement. Plates are reversible and thus give double the wear.

Most complete and satisfactory grinder of its size on the market.



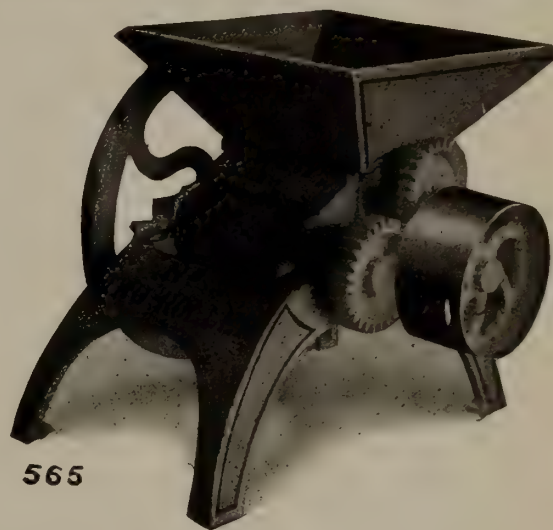
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No. 22 METAL WHEEL TRUCK



John Deere No. 22 Metal Wheel Truck (Illustrated above) will prove a good friend to the dealer who handles it. Has wood hounds, well braced, regular farm wagon Skeins, Hickory axles, four inch grooved tire. Body made entirely of hardwood and well painted. Guaranteed to be equal in strength and durability to any low-priced farm truck made—get full particulars also of our No. 15 ("Harvest King") and No. 27—best value going in Farm Trucks.

ROLLER GRAIN CRUSHER



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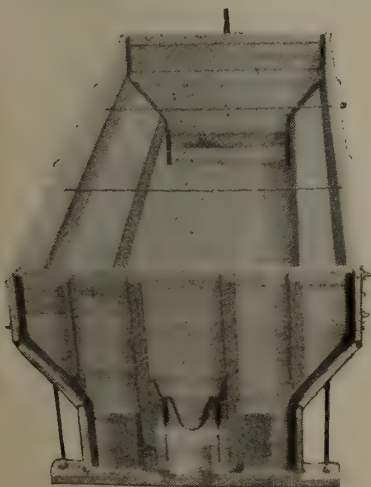
No. 2 two-roller grain crusher is the same in principle as Rollers used in modern grist mills. They do an immense amount of good work, with little power, grinding a little coarser than the "Rapid-Easy." They are heavy, very strong and rollers can be re-cut when corrugations become worn. Rollers of No. 2 are 12 inches long x 6 inch diameter. Heavy Fly Wheel—capacity 25 to 50 bushels an hour according to sort of grain and power used.

STEEL CLAD GRAIN TANKS

NEWEST AND BEST FOR THE GRAIN CROP

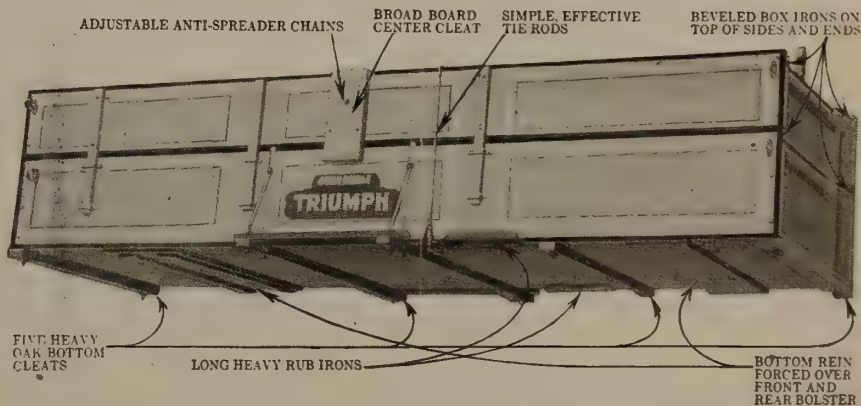
The ordinary wagon box is generally found too small for a large haulage. The new steel frame Tank illustrated is built in 125 and 150 bushel sizes. It sells at a moderate price and the farmer who gets it quickly realizes that he has found a treasure. Five strong steel ribs braced and reinforced to which are bolted steel plates running the full length of the box form the backbone of the tank. The sides are completed with three wide boards and the joints steel clad and absolutely grain tight.

Let us send you at once full particulars of this wonderful tank. You have not seen anything so interesting for a long time.



A "TRIUMPH" IN A WAGON BOX

28 ins. deep, 10 ft. 6 ins. long.



The illustration—of the John Deere "Triumph" Wagon Box needs little comment. It is made of the highest grade carefully cured lumber. Hardwood cross cleats at bottom and detachable tie rods make this one of the strongest wagon boxes made. Beautifully finished—sells at sight and at a reasonable price.

JOHN DEERE PLOW COMPANY LIMITED

WINNIPEG

REGINA

SASKATOON

CALGARY

EDMONTON

LETHBRIDGE

of the car. You must do likewise with a tractor.

On the assumption that a constant outlet for tractors is required by the manufacturer, it is, of course, advantageous that an alliance be made with dealers who are willing to get away from the current idea that tractors are today a spring and fall proposition. There are numerous tasks to which the tractor can be put apart from plowing and operating the thresher.

Oil and the Magneto

Pobably more magneto trouble is caused from too much oil than from any other cause. An excess of oil in some machines will soften and weaken the high-tension winding. It will cause the platinum contact points to blacken and burn. In the presence of the small flash which is always present at the contacts the oil partly burns and deposits of carbon form. This foreign matter continues to flash and burn and eventually platinum carbide is formed. This is hard and brittle and breaks away, causing the rapid deterioration of the whole contact point. Not only does the magneto produce weak

and irregular sparks during this process but in a very short time the platinum is all gone and must be replaced at considerable expense.

Demonstration and Selling

The dealer today should take particular care to bring the attention of farmers to the labor-saving possibilities of engines and tractors. The farmer who has been pumping water by hand, in addition to operating the cream separator, washing machine, grindstone, etc., etc., may not realize that he is wasting his time. When he is shown that a gas engine will handle all this work at a cost of a few cents a day he sees why it is poor economy to delay the purchase of an engine.

Surface Resistance in Soil

As far as can be ascertained the average rolling resistance for tractors having ordinary wheels and conventional lugs is about 15 per cent. of the total weight in stubble plowing and about 25 per cent. on recently plowed or very soft ground. The allowable pressure on the face

of the wheel is in the neighborhood of 25 pounds per square inch of ground contact on stubble ground and probably not over half this amount on recently plowed ground.

To prevent excessive wheel slippage the pressure on the face of the grousers should not be over 75 pounds per square inch for average soil conditions. These figures are only approximate since not many data are to be had on the subject and a great deal is yet to be learned. Reducing the rolling resistance is a study in itself requiring a great amount of experimental research work before definite values can be fixed.

Anti-Friction Bearings for Vehicle Use

The anti-friction bearing has shown great development in the car, truck and tractor field, but so far little has been done in the adaptation of these bearings to the horse-drawn vehicles. The horse-drawn hub is however being equipped with anti-friction bearings, and for six years one company have been specializing in this line. In Europe and Great Britain anti-friction hubs are very popular in vehicles and wagons. Ball bearings are generally used and the races are made to fit as change-over in the original wagon wheels.

Since the effort necessary to turn over the wagon wheel must originate from the horse, saving in hub friction will do two things, conserve animal power and allow larger loads. As proven in practice, not only can the horse when drawing ball-bearing vehicles pull larger loads than previously, but he does it also with less effort.

In the case of a single horse pulling an ordinary well made wagon equipped with old fashioned plain sleeve bearings, the wagon could be loaded with only 2,200 pounds of merchandise for the road conditions which obtained where the test was made. But the same horse with the same wagon could pull 3,300 pounds when it was equipped with ball-bearing hubs, an increase in carrying capacity of 50 per cent. by a comparatively simple means.

One of the main advantages, which accrue from the use of ball-bearings, is due to the fact that the effort to start a plain-bearing wagon forms a large part of the demands put upon the strength of the horse. This will not be so hard to understand by teamsters or farmers, who have had considerable experience with horses.

A surprising fact was brought out by a series of tests. Previous

to actual trials, calculations indicated that friction in plain bearing hubs ran, not only 10 per cent. from about 10 per cent. of the vehicle's total resistance; in other words it would run 10 per cent. easier if it were equipped with ball-bearings. A surprising result really took place, however. Vehicles equipped with ball-bearing hubs run, not only 10 per cent. easier, but actually 30 per cent. easier.

Supplying Color to Your Community

The sale of paint has been left to a large extent to the hardware dealer, but in a great many cases even the implement dealer who does not operate a hardware department can do a good business in supplying paint. Whether he carries paint and varnish products of all kinds, or simply implement and vehicle paints and finishes, a successful paint business depends greatly on the choice of the stock handled. Do not be misled into believing that it is best to handle cheap goods, perhaps on a wide margin of profit, in preference to handling the very best goods obtainable on possibly a smaller margin. We mention this matter of small margin and high-grade goods because some dealers have believed it necessary to keep their price down on high-grade paint staples with the idea that it was necessary in order to get sales in competition with very much cheaper brands.

When considering the placing of a stock order, let the merchant take first into consideration the following: (1) Quality of the products put out by the manufacturer. (2) Does the manufacturer market a full line of paint and varnish products? (3) Does he advertise these products and are they generally and favorably known to the consumer? (4) Can the manufacturer supply you with sufficient store advertising to allow you to go out after business aggressively? It is to every merchant's advantage to observe the above rules in buying his paint stock.

To enlarge on these important points you can appreciate how important is quality in any products you sell. The very existence of your business depends on the satisfaction your customer obtains from purchases made at your store.

To split up your stock and handle one or two lines of several different makes weakens your position. Although you may handle only good quality products, you cannot concentrate your sales effort in one direc-



"STAR" FITTED PLOWSHARES

Will Pull Big Business Your Way This-Fall

There is a Star for Practically Every Plow in Use

Guaranteed perfect in quality, fit and finish. They sell, satisfy and stay sold.



Get a Stock



A reinforced landside strengthens the weld. Finished complete with bolts, ready to attach to plow. Made by experts from No. 1 Soft Centre and No. 2 Star Steels. Fit as well as the originals.

Ask for Latest Lists and Prices

Make your store local headquarters for Star Shares this Fall. Meet the demand. They net the dealer good profits. Get in touch with nearest distributor, NOW.



FOR PROMPT DELIVERY WRITE OUR JOBBERS:

J. H. Ashdown Hardware Co., Winnipeg, Saskatoon & Calgary. Western Implements, Limited, Regina.

Metals Ltd., Calgary & Edmonton. Western Canada Hardware Company, Lethbridge

Wilkinson-Kompass Ltd., Winnipeg F. G. Wright & Co., Winnipeg.

Star Manufacturing Company
Carpentersville, Ill., U.S.A.

Now is the Time for International Engines and Vessot Feed Grinders!

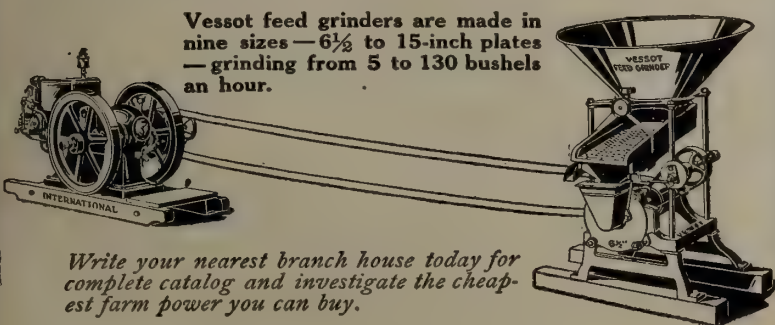
Steady Power For the Lighter Belt Jobs

A SMALL engine is a year-round necessity on the average farm. There is always something for it to do—grinding feed—sawing wood—shelling corn—running the cream separator, the washing machine, and the churn—to say nothing of pumping water for the stock.

These jobs are back-breakers. Life is too short to spend on this kind of hard manual labor. Many of the tasks just enumerated are done by the women on the farm, and the doing of them, season after season, takes years off a woman's life.

INTERNATIONAL Kerosene Engines

provide cheap, dependable power for these jobs that otherwise would be done by power of arm. The International line of kerosene engines comprises four sizes—1½, 3, 6, and 10 h. p. All of them operate successfully and economically on kerosene. There are no batteries to bother with—the engine starts and runs on a simple magneto. Enclosed crank case and removable cylinder sleeve are regular on all sizes.



Write your nearest branch house today for complete catalog and investigate the cheapest farm power you can buy.

INTERNATIONAL HARVESTER COMPANY
OF CANADA LTD.
HAMILTON CANADA

WESTERN BRANCHES—BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA.,
ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.
EASTERN BRANCHES—HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST. JOHN, N. B.

Farmers are needing and are thinking about this sort of equipment at this season. Begin to prepare now to supply their needs. Start an aggressive campaign! Advertise-Canvas-Sell!

There is good Engine and Grinder business ahead for the McCormick - Deering dealer who goes after it.

INTERNATIONAL HARVESTER COMPANY
OF CANADA LTD.
HAMILTON CANADA

WESTERN BRANCHES—BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA.,
ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.
EASTERN BRANCHES—HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST. JOHN, N. B.



TRAILERS

We Make a Trailer to Meet Every
HAULING PROBLEM.

Pleasure Car Size $\frac{1}{2}$ to 1-Ton Capacities
Truck Sizes 1 to 10-Ton Capacities

DUMP BODIES and HOISTS

Automatic and Hoist Operated Dump Bodies
1 to 10 Cubic Yards.

Hand Hoists - 1 to 4 Tons

TRUCK UNITS

DOMINION TRUCK UNITS Convert all Reliable Makes
of Pleasure Cars into Dependable Trucks.

Write for Literature and Prices

Dominion Truck Equipment Co., Ltd.
Established 1914
Kitchener, Ontario.



LITTLE GIANT Tractors

Model "B," 16-22 H.P.
Model "A," 26-35 H.P.
 $1\frac{1}{2}$, 3 and 6 miles per hr.

The Packard of the Tractor World. Will compare favorably in design, material and workmanship with the best automobile or motor truck made

SOME EXCLUSIVE MECHANICAL FEATURES

Three speeds forward which cut working time in half when load is light;

Spring mounted, front and rear, with three point suspension for rough work on uneven surfaces;

Enclosed spring draw bar, preventing damage by jerk in starting or while in motion;

Self-cleaning bull gear of ladder type;

Working parts hooded from weather and enclosed from dust and other damaging elements;

Uses kerosene perfectly, and better than most others do gasoline.

SOME EXCLUSIVE AGENCY FEATURES

Long term payments to good buyers, and cash commissions to dealers on receipt of buyer's settlement which we accept without recourse; Bankers co-operate freely with our dealers, for buyers can get needed equipment on easy terms. No money is taken from their territory but cash brought in to extent of dealer's commission;

Sample machines furnished dealer without cash investment;

Good profit paid in spot cash;

Our DEALERS are SELLING TRACTORS when all others have laid down. State fully your territory in your letter.

LITTLE GIANT COMPANY
234 Rock Street, MANKATO, MINN., U. S. A.
ESTABLISHED 1876

tion. For instance, you sell house paint of one brand to a customer, and it gives good satisfaction; later the same customer wants buggy paint and naturally comes to you, satisfied with the brand of house paint he bought, and ten to one asks for buggy paint put up by the same maker—the make of buggy paint you sell is different from the house paint—but your ability as a salesman will doubtless enable you to make the sale. It would have taken less time and effort to have sold buggy paint or the same brand.

By handling a line of products liberally advertised by the manufacturer your sales come easier. The manufacturer creates the demand, you take care of it and increase it by any advertising that you do yourself. In handling an unadvertised product you must create the demand, and establish the reputation of the manufacturer at your own expense.

Then, it is important that the manufacturer supply you liberally with such store advertising and necessary helps to allow your salesman to explain the goods properly and to attract the attention of the customers coming to your store. A proper supply of color cards for the various lines, display cards and hangers, outside display signs, special window display, etc., are of great assistance in developing a paint business.

The Wind Engine as a Current Producer

Considerable research has been made in the use of the windmill or wind engine as a motive power for driving electric dynamos for the production of current. Up to the present the problem of operating the generator from the windmill has depended upon the suppression of pulleys and gears that complicate both machines and eliminate simplicity of design and flexibility in operation.

A French expert now reports a method whereby troublesome gearing and drive mechanisms between the windmill and dynamo can be done away with. As the dynamo usually has to revolve a hundred times more quickly than a wind engine of the same power, a special type of dynamo has had to be used, while the structure of the wind engine has had to be greatly modified so that both machines can run at the same speed. By using a multipolar dynamo the speed of rotation can be reduced within a certain limit controlled by weight, yield and economy. What remains to be done, therefore, is to speed up the wind engine while

improving its construction from the point of view of smooth running, strength and yield.

The power of a wind-mill fan is proportional to its surface, which again is proportional to the square of its radius; but its speed of rotation is inversely proportional to its radius. Therefore, to increase the speed without reducing the surface, the only thing to do is to diminish the radius and increase the number of fan wheels, while losing none of the wind's motive power.

The experimental researches of this French investigator have shown that by keying the induction of the dynamo directly on the axle of a wind engine with six suitably spaced fan wheels, an aero-electric apparatus is obtained which is satisfactory as regards yield, smooth working and safety, and which charges small accumulators perfectly with the aid of an automatic make-and-break.

A Good Investment

A liberal rate of interest with absolute security is the attractive offer made by the Minister of Finance to holders of the Canadian Government war loan bonds maturing December 1, 1922. The offer is not made to investors generally, but only to the holders of the bonds soon to mature. The bonds to be retired, bearing interest at five and one-half per cent., will be exchanged for new bonds bearing the same rate of interest. See advertisement of the Minister of Finance, on page 23.

The Future in Buggy Business

It would seem to some unwise to say that the future of the horse-drawn vehicle is more of a myth and a temporary reaction than anything else. Some people would like to think so. But the facts are plain that the use of the horse and continued demand for vehicles of this type will most likely become at least fairly large and that the coming months will find the demand to be better generally than for several years. According to review in the "Spokesman" this is becoming more and more a realization as we see the trend of the times. History repeats itself, and the craze for the high power speed-car will in time react so that there will be at least a sufficient number of lovers of the horse, and those who are willing to save in actual cost of operation to make this a material help.

It is therefore more than a mere assertion to make the claim that there will be a very gratifying demand for many vehicles of the

horse-drawn type in the present year and in the years to come. The manufacturers will do well to standardize their lines in so far as it is possible to do this, and in this way make the production of the vehicles less costly. This will help to lower the price to the consumer and will do a great deal toward increasing the popularity of the same. The public will not refuse to buy the horse power vehicles if it can be shown that there is a real saving to be made thereby. This is the big factor now for the manufacturers and the dealers, too, to keep before them. Show the public that it is possible to curtail the overhead, and this will be the very first and the most significant element in making the vehicle of this type more generally used for both business and pleasure.

How to Pour Babbitt Metal

When pouring a babbitt box or bushing, two important facts must be remembered. (1) Babbitt does not shrink when it cools, it is the same volume when cold

as when hot. Some provision must be made for leaving a slight space between the bushing and the other part of the bearing so there will be room for the film of lubricant and to allow for a slight swelling when the bearing begins to warm up, because no bearing will run perfectly cold. (2) Never heat the babbitt hotter than just sufficient to char a dry stick or shaving of soft pine.

Test the Ignition Timing

Take hold of the flywheel on the engine and turn it around slowly by hand until the crankshaft comes to a position of about 12 degrees below its inner dead center. At this position the igniter should trip off, and if you find that it does not trip off at this position it will be necessary to change the timing. This is usually accomplished by simply lengthening or shortening a trip rod or tripping device which is attached to the engine. Lengthening out the rod will cause the igniter to snap off earlier and shortening up the rod will cause it to snap

off later. If you find that it is impossible to change the timing sufficiently by simply adjusting the timing device, it may then be necessary to change the cam gear which operates the timing of the igniter and valves. By moving the gear one tooth at a time forward, in the direction in which it ordinarily runs will cause the igniter to snap off earlier and turning the gear one or two teeth backward in the direction opposite from which it runs will cause igniter to snap off later.

Stocks vs. Sales

A similar condition in regard to laying in stocks of machinery exists in Great Britain as in the Dominion. In this connection a story is told by the Implement & Machinery Review, London, Eng.

A manufacturer, in personal touch with a firm of agents, asked the latter what would be their probable requirements for a given seasonable line. The answer was a brusque "None." In reply to the inevitable "Why?" the agents replied something on these lines:

"We don't intend to stock because there is no money about, and prices are following. If an ordinary farmer comes in, we shall tell him point blank we have none in stock, because we know he has no money with which to buy, but if a customer who has money comes in we shall order by telegram from you for delivery by express train." Such a policy, if true, hardly accords with our idea of an agency. We suppose the idea is to take the commission and let the other fellow keep the stocks—and the risks.

The Value of Known Lines

The U. S. Department of Commerce is putting on a big campaign for standardization in industry. In the implement trade, as well as others, they find the pulling power of known lines a snag in connection with elimination of models.

Interests in the manufacturing field are willing enough to abandon sizes and models that have so little sale that it is really un-

The Dealer Who Sells Implements with a Good Reputation

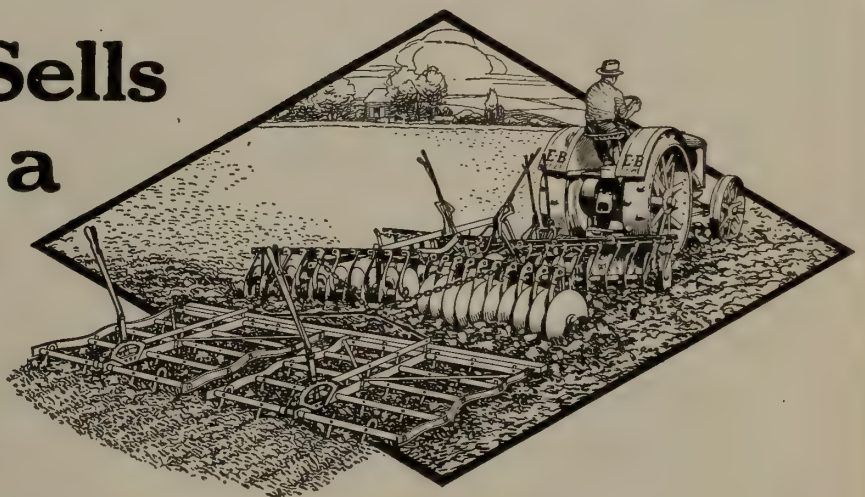
THE implement dealer who handles a large, well known line enjoys a profit and satisfaction from his business which comes to him without expense or effort. His sales problems are greatly simplified by the established good will of the house he represents.

For 70 years the enviable E-B reputation has been steadily growing through constant manufacturing success in the States. Twenty-two years ago the E-B Line was introduced into Western Canada where the "Emerson" Foot Lift Plow and "Standard" Wide Cut Mower, as well as other machines were readily accepted as leaders.

Today Canadian farmers as well as those who use E-B implements in the States do not have to be convinced of the quality of these time-tested machines. They know from experience the satisfaction that E-B machines give.

Whether it is on a plow or tractor, a grain binder or a thresher, the E-B trade mark means a dependable tool bearing the full guarantee of the maker. When seen on a dealer's store it is a reliable guide to good service and fair dealing.

E-B prices have been materially reduced—in fact to a point where it is more profitable for a farmer to buy new machines than repair old ones. Write now for prices and terms.



*A Complete Line of Farm Machinery
Manufactured and Guaranteed
By One Company.*

Corn Binders
Cultivators
Gas Engines
Grain Binders
Grain Drills
Harrows
Hay Loaders
Listers
Motor Cultivators
Mowers
Planters
Plows

Potato Diggers
Potato Planters
Rakes
Reapers
Ridge Busters
Spreaders
Stalk Cutters
Threshers
Tractors
Tractor Plows
Vehicles
Wagons



Emerson-Brantingham Implement Co.

Established 1852

INCORPORATED

Rockford, Illinois

Canadian Distributors

Anderson-Roe Co., Ltd.

Winnipeg Regina Calgary

MAX



OIL WAGON TANKS

At New Reduced Prices
Make Money For
Enterprising Dealers
Write

**Western Steel
Products Limited**

Winnipeg, Man., Regina, Sask,
Calgary, Alta., Edmonton, Alta.

profitable to keep the items in the production schedule. But not only manufacturers but wholesalers are manifesting the utmost reluctance to abandon any item—whether an odd size or not—that sells because of brand individuality.

Who Invented the Machines?

It is a remarkable fact that practically all of the valuable discoveries relating to plant life were made by men who have been trained in this work by our agricultural colleges, while practically none of the inventions of labor-saving machines and equipment, which have placed and kept agriculture in its dominant position, have been made by the instructors and students of our agricultural colleges, but have been the work of men on the farms or in farm implement factories.

A New Type of Mower Finger

An English inventor has designed a finger for binder and mower fingers which, in conjunc-

tion with the knife section, reproduces a scissor or shearing action or cut. This advantage is obtained by placing under the ledger plate a small spiral spring, held in position by a pin cast with the finger, and this spring is constantly pressing the plate against the knife section and so eliminating the space often found between these two vital parts. In this way the knife section and the ledger plate are always pressed closely together, act in perfect unison, and, it is asserted, give a cut so highly efficient that the draft of the machine is reduced by 50 per cent.

Repair Overhead

It is often contended by dealers that the average of present discounts on repairs is not sufficient to allow a fair profit. The cost of handling repairs is beyond doubt higher than the cost of handling machines. Tractor manufacturers contend that the dealers overhead on tractors is less than the average for the en-

tire line. This contention is based on the fact that tractors increase volume largely without a corresponding increase in expense. It is just as reasonable to say that the repair overhead is larger than the average for the entire line; for repairs sales increase volume at a snail's pace and often require more time than machine sales involving one hundred times as much money.

What a Gallon of Gasoline Will Do

A single gallon of gasoline will do wonders almost anywhere, but nowhere has it been applied to better purpose than on the farm. Here are some of its stunts. It will milk 300 cows, bale four tons of hay, mix 35 yards of cement, move a ton truck 14 miles, plow three-fifths of an acre of land and make enough electricity to keep lights going in a farmhouse for 30 hours. Good-by to boyhood memories of turning the grindstone.

Across Canada

The National Way

Rail

Hotels

Express

Telegraph

Steamships

THROUGH daily transcontinental service is afforded between Montreal and Vancouver by the "Continental Limited"; between Toronto and Winnipeg, the "National" operates daily in either direction. The "Continental Limited" and the "National" are trains de luxe, comprising Compartment-Observation-Library Cars, Standard and Tourist Sleeping and Dining Cars, Colonist Cars and Coaches. The equipment is of the very latest design and includes the many improvements which mean so much to the transcontinental traveller.

At Minaki, Port Arthur, Winnipeg, Brandon and Edmonton are System Hotels catering to the traveller's every need, and affording every comfort to him who would, for business or pleasure, stop off en route.

Cross the Rockies at the lowest altitude the easiest gradients and in view of Canada's Highest Peaks.

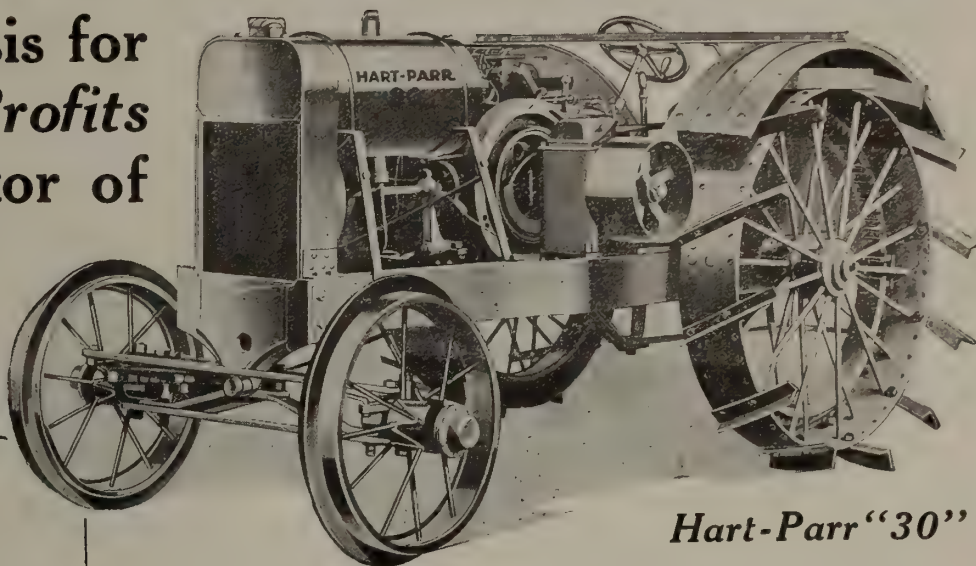
To ALASKA

Pr. RUPERT, VICTORIA, VANCOUVER, TACOMA, PORTLAND, SEATTLE, KAMLOOPS, GEORGE, MT. ROSSON, JASPER PARK, EDMONTON, SASKATOON, MOOSE JAW, REGINA, BRANDON, WINNIPEG, DULUTH, PL. ARTHUR, CHICAGO, COCHRANE, N. BAY, TORONTO, OTTAWA, MONTREAL, QUEBEC, SUMMERSIDE, MONCTON, CHARLOTTETOWN, SYDNEY, MALIFAX, ST. JOHN, PORTLAND, Me., BOSTON, NEW YORK, BUFFALO.

Canadian National Railways

The Hart-Parr Franchise

A sure basis for
Dealer's *Profits*
—a Creator of
Satisfied
Tractor
Owners



Hart-Parr "30"

Volume Tractor Business

is being done by Hart-Parr Dealers now. Ask any Hart-Parr Dealer why he is enjoying a good business this fall, and he will tell you it is because of the:

Hart-Parr Franchise with its volume territory, its liberal discounts, its fair prices, its sales and advertising co-operation, its wonderful financing plan and its sales plan developed from 21 years of Tractor specialist selling experience backed by a Kerosene Tractor of proven worth, built for the farmer—not for the expert. As a successful business man you are looking for the opportunity to match your money and experience with a successful Tractor backed by a fair, liberal, money making Franchise, which assures you of success and profits.

Hart-Parr Spectacular Prices

have already created volume demand for Hart-Parr Tractors everywhere. Farmers are buying because they know that compared with the prices of their farm products Hart-Parr Kerosene Tractor Power is the cheapest farm power for them—bar none.

Hart-Parr Kerosene Tractors Control the Trade

wherever sold—Our Kerosene Burning Guarantee is written into every sale: We challenge anyone to prove a case where a Hart-Parr owner was forced to discard kerosene and burn gasoline in his Hart-Parr Tractor to secure a steady, smooth flexible, surplus power. Our tractors burn kerosene efficiently.

Hart-Parr brought out the first successful kerosene tractor in 1905 and have built only Kerosene Tractors ever since. We are Kerosene Tractor Specialists. Our dealers are Kerosene Tractor Specialists in every territory. Our owners are satisfied users of Kerosene Tractors and help our dealers build up a volume business.

You Can Control

the Kerosene Tractor trade in your territory by securing the Hart-Parr Franchise now. There is some choice territory still open. It will be closed this Fall. Grab this money making Franchise now. Write today for details.

HART-PARR COMPANY

Founders of the Tractor Industry

619 Lawler Street

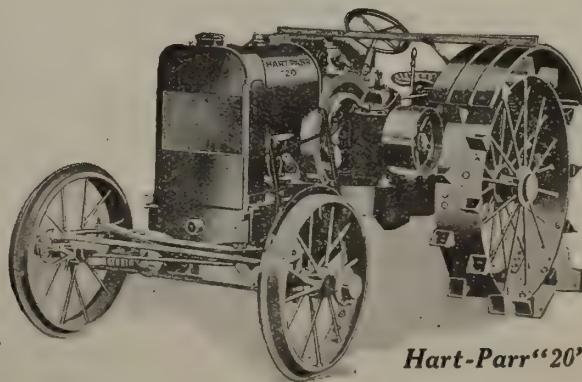
Charles City, Iowa

Distributed in Canada by:

Hart-Parr Company, Regina, Sask.
Barney Baker Co. Ltd., Regina, Sask.
United Engines & Threshers, Calgary, Alta.
F. M. McDonald, Winnipeg, Man.
The John Goodison Thresher Co., Sarnia, Ont.



Many of the old Hart-Parrs that plowed the virgin prairies of the Northwest are still in use today. The great grand-daddy of all Tractors was old Hart-Parr No. 1, built in 1901.



Hart-Parr "20"



Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelop. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

M. & E., Man.—For repairs for the "Galloway" cream separator write the Wm. Galloway Co. of Canada, Ltd., 1650 Portage Ave., Winnipeg.

S. Bros., Alta.—Want to know what all-steel hay rake carries a casting bearing the number 952 or 953. We believe this is an old style rake manu-

factured by the Ohio Rake Company, of Dayton, Ohio. Can anyone tell us positively?

W. M. Co., Sask.—Repairs for the "Gould" balance valve for steam tractors can be obtained by writing to the Sawyer-Massey Company, Winnipeg.

W. & J., Sask.—Repairs for the Abingdon farm wagon are not carried in Canada. Specify your requirements to the Abingdon Wagon Co., Abingdon, Ill.

M. J. R., Sask.—A 12" gang plow with castings marked "K" is evidently made by the Kingman Plow Company. For repairs address, Martin & Kennedy Company, Kansas City, Mo.

G. A. W., Alta.—Enquires for the source of repairs for the "Temple" windmill made by the Temple Pump Company, of Chicago. We have never heard of this company; nor are they listed. Take a chance on writing them direct.

J. M. M., Sask.—Enquires what make of grinder has a plate that is numbered 1-R-10; the size of the plate is

6". We cannot locate this. Can anyone help us out?

H. A., Man.—For all "Moline" plow repairs write to the John Watson Mfg. Company, Winnipeg.

C. E. H., Sask.—For small flour mills manufactured in Canada, address, Canadian Fairbanks-Morse Company, Winnipeg, or the Pollard Mfg. Company, Winnipeg.

O. M. L., Sask.—The disc harrow you mention bearing part No. GD200 is evidently one known as the "New Gale." No repairs for this are carried in Canada. The nearest point from which you can obtain repairs is the Lininger Implement Company, 410 East State St., Sioux Falls, South Dakota.

G. F. C., Sask.—Your order for repairs for a mower labelled "The Independent Harvester Company," has been forwarded direct to the Independent Harvester Company, Plano, Ill., with instructions to ship at once.

C. A. C., Man.—Answering your enquiry as to make of disc harrow bearing caps No. H-177 and H-386. These are parts of an "Emerson-Brantingham" harrow, and repairs can be obtained by writing Tudhope-Anderson Company, Princess St., Winnipeg.

W. D., Alta.—NH14 is an angling lever quadrant for a 16x16 disc harrow made by the La Crosse Plow Company. Repairs can be obtained from any of the main offices of the United Grain Growers.

J. T. W., Alta.—Repairs for the Chicago Aermotor windmill can still be obtained by writing to Wm. Eddie, 284 James St., Winnipeg. He has sold out his general business but is still handling the Aermotor repairs.

A. W. B., Sask.—The "Cletrac" is manufactured by the Cleveland Tractor Company, Cleveland, Ohio.

H. A., Man.—The Boyce Wagon Company are now out of business, but repairs can be obtained by writing to the Laurie Wagon Company, Winnipeg.

G. G., Sask.—For repairs for a "Gray-Campbell" buggy, write Gray-Campbell Limited, Moose Jaw, Sask.

C. H. G., Sask.—You can obtain repairs for the "Peerless" wagon by writing to the Tudhope-Anderson Company, Winnipeg.

A. G. B., Man.—The "Ohio" cream separator is made by the Associated Manufacturing Company of Waterloo, Iowa. Write them direct.

J. W., Man.—Repairs for the "Studebaker" wagon are not carried in Canada. You will have to write to the factory direct. The Studebaker Corporation, South Bend, Ind.

S. I. C., Sask.—You can procure a patent guard for cutting lodged grain by addressing D. Ackland & Son, Limited, Winnipeg.

J. W. I., Sask.—We have your enquiry as to where you can obtain a crosshead for a 25 H.P. "North-West" engine. This engine was manufactured by the Advance-Rumely Company. Address them at Winnipeg. If the repair is not in stock they can secure it for you.

N. H. J., Sask.—For repairs for the "Chatham" wagon write Gray-Campbell Limited, Moose Jaw, Sask.

G. M., Sask.—Your order for four sets of grain saving guards has been turned over to D. Ackland & Son, Limited, Winnipeg.

R. B., Sask.—Regarding your enquiry for a disc harrow bearing part H611. This is part of a disc harrow manufactured by the Emerson-Brantingham Implement Company, and you can obtain the repair by writing to Tudhope-Anderson Company, Winnipeg.

B. Bros., Sask.—We have your enquiry for steel granaries of the smooth iron style, not corrugated. We do not think any of the companies are now turning out the old smooth style. Write the Metallic Roofing Company, or Western Steel Products, both at Winnipeg.

C. H. B., Man.—The Nilson Tractor Company have no Western representa-

tion. Address them at their head office, The Nilson Tractor Company, Minneapolis, Min.

I. H. C., Man.—The Frost Fence Company, of Hamilton, Ont., are represented in Winnipeg by the N. J. Dinnen Agencies.

T. E. C., Man.—Parts marked HF322 and HF304 belong to a gang plow made by the Moline Plow Company, and repairs can be obtained from the John Watson Mfg. Company, 311 Chambers St., Winnipeg.

J. N. H., Man.—Can anyone tell us the name of the manufacturer of a 1½ H.P. engine labelled the "Emerson." It is not an Emerson-Brantingham.

W. R. S., Sask.—Your enquiry regarding old style plow shares. The Star Manufacturing Company manufacture many lines of plow shares and their goods are handled by the following firms: Wilkinson-Kompass Limited, Winnipeg; F. G. Wright & Co., Winnipeg; J. H. Ashdown Company, Winnipeg; Metals Limited, Calgary; Metals Limited, Edmonton; Western Canada Hardware Company, Lethbridge.

If you write to any of the above describing just what you want you will be practically sure of obtaining same.

W. C. B., Alta.—Parts 76, check valve cage, 68 nozzle and 34 cap are for a Witte Jr. 4 H.P. engine. Your requirements have been forwarded to the manufacturers, the Witte Engine Works, Oakland Ave., Kansas City, Mo.

H. J. M., Sask.—Disc harrow with bearing D56 is a type made by the Ohio Cultivator Co., Bellevue, O. Write the factory direct for part.

J. D. B., Sask.—You can obtain repairs for the Perrin plow from the Tudhope-Anderson Co. Ltd., Orillia, Ont.

B. & M., Alta.—Plow with casting P5062 is a Verity, manufactured by the Massey-Harris Co. Ltd. Write the Calgary or Edmonton branches of the company for part.

H. Bros., Sask.—Repairs for the Ruth Feeder can be had from the manufacturers, the Maytag Company, Logan and Arlington, Winnipeg.

F. R. S., Alta.—We cannot identify plow coulters yoke I-24S. Is it possible that this part is marked S24, and that it is a lower neck yoke pole plate? If so it is for a sulky plow made by the Syracuse Chilled Plow Co., Syracuse, N. Y.

H. A., Man.—Regret that we cannot locate the makers of a 14 inch breaking share marked L. B. B. Repairs for the Monitor grain drill can be had from the John Watson Mfg. Co., Winnipeg.

R. C. B., Man.—In computing the power of a motor, the piston displacement represents the volume of gas that can be sucked in. This is obtained by multiplying the area of the piston head (3.1416 x the square of the radius) by the length of stroke. Multiply the result by the number of cylinders and you have the total piston displacement. From 4 to 5 cubic inches of piston displacement represents one horse-power. Consequently an engine having 200 cubic inches of piston displacement should, under good conditions, be able to develop 40 h. p.

Repairs for a harrow cart with part X113 write to the John Deere Plow Company, Winnipeg.

N. U. Co., Man.—This subscriber wants to get repairs for an Empire grinder.

E. T. W., Sask.—A straw spreader attachment to carry behind an ordinary rack is manufactured by the Eagle Mfg. Co., Morton, Ill. We have asked the makers to forward details to you. This spreader is distributed in Western Canada by H. Rustad, Winnipeg.

H. A., Man.—The "Wheat" tractor was formerly made in the United States and is not now being manufactured, so far as we are aware. "Clipper" fanning mill repairs can be had only from the A. Ferrell Co., Saginaw, Mich. For particulars regarding the Woolston binder knoter, address D. Ackland & Son Ltd., Winnipeg.

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—THAT KEEPS YOU FROM
TAKING A HOLIDAY TRIP

Then let us help you to solve it by suggesting

"THE NATIONAL WAY"

TO

PACIFIC COAST EASTERN CANADA

CANADIAN NATIONAL offers a diverse route to the Pacific Coast, going rail and steamships, returning all rail, or vice versa, thus giving passengers the advantage of delightful boat trip as well as travelling over entirely different territory in each direction. The Northern Canadian Rockies, traversed by the Canadian National, afford the finest mountain scenery to be found on this Continent, and so vast that it is always new. To make your trip complete a few days should be spent at Jasper Park Lodge.

THERE is nothing that will contribute so much to the enjoyment of your trip or holiday as travelling Canadian National to Port Arthur or Duluth, thence steamers of the Northern Navigation. In connection with this summer trip east, there is the option of returning by a cool all-rail route—the Canadian National route—a comfort giving route and comfort giving trains. East by boat, West by rail, or vice versa, or all rail in both directions.

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Through Daily Transcontinental Service

FASTEST TIME - SHORT LINE - SUPERIOR ROADBED - EXCELLENT SERVICE

THE "CONTINENTAL LIMITED" operates daily in either direction between Montreal and Toronto, Cochrane, Winnipeg and Pacific Coast points, and comprises through All-Steel Compartment Observation-Library Car, Standard and Tourist Sleeping and Dining cars, Colonist cars and coaches.

The "NATIONAL" operates daily between Winnipeg, Port Arthur and Toronto, carrying modern and up-to-date equipment.

THERE IS A WIDE CHOICE OF ROUTING AND STOP-OVER PRIVILEGES
ENABLING YOU TO COVER NEW GROUND IN BOTH DIRECTIONS.

Any Agent will assist you with your trip. Route
Fares, make Reservations and look after all details.

Canadian National Railways



To Holders of Five Year 5½ per cent Canada's Victory Bonds

Issued in 1917 and Maturing 1st December, 1922.

CONVERSION PROPOSALS

THE MINISTER OF FINANCE offers to holders of these bonds who desire to continue their investment in Dominion of Canada securities the privilege of exchanging the maturing bonds for new bonds bearing 5½ per cent interest, payable half yearly, of either of the following classes:—

- (a) Five year bonds, dated 1st November, 1922, to mature 1st November, 1927.
- (b) Ten year bonds, dated 1st November, 1922, to mature 1st November, 1932.

While the maturing bonds will carry interest to 1st December, 1922, the new bonds will commence to earn interest from 1st November, 1922, **GIVING A BONUS OF A FULL MONTH'S INTEREST TO THOSE AVAILING THEMSELVES OF THE CONVERSION PRIVILEGE.**

This offer is made to holders of the maturing bonds and is not open to other investors. The bonds to be issued under this proposal will be substantially of the same character as those which are maturing, except that the exemption from taxation does not apply to the new issue.

Holders of the maturing bonds who wish to avail themselves of this conversion privilege should take their bonds **AS EARLY AS POSSIBLE, BUT NOT LATER THAN SEPTEMBER 30th**, to a Branch of any Chartered Bank in Canada and receive in exchange an official receipt for the bonds surrendered, containing an undertaking to deliver the corresponding bonds of the new issue.

Holders of maturing fully registered bonds, interest payable by cheque from Ottawa, will receive their December 1 interest cheque as usual. Holders of coupon bonds will detach and retain the last unmaturing coupon before surrendering the bond itself for conversion purposes.

The surrendered bonds will be forwarded by banks to the Minister of Finance at Ottawa, where they will be exchanged for bonds of the new issue, in fully registered, or coupon registered or coupon bearer form carrying interest payable 1st May and 1st November of each year of the duration of the loan, the first interest payment accruing and payable 1st May, 1923. Bonds of the new issue will be sent to the banks for delivery immediately after the receipt of the surrendered bonds.

The bonds of the maturing issue which are not converted under this proposal will be paid off in cash on the 1st December, 1922.

W. S. FIELDING,
Minister of Finance.

Dated at Ottawa, 8th August, 1922.

GD



1837

Trade Mark
Registered

GRAND DETOUR TRACTOR PLOWS

Satisfying Users — an 84-Year Habit

EIGHTY-FOUR years ago the first makers of Grand Detour Plows determined to *completely* satisfy the plowman.

Not only did they do this—back in 1837—but each year since then they have stuck right at it!

Every Grand Detour plow from the very start has made good on its job—and

through the years has added steadily to Grand Detour's growing reputation for strength, reliability and superior design.

As a result, four generations of Grand Detour dealers have sold *satisfaction*. Their profits have "stayed put" year in and year out—for Grand Detour users keep coming back for *more plows* but *not* for replacements and free repairs.

NOTICE

We want the public to know that our plows are not the Case Plows made by the J. I. Case Plow Works Co.

Grand Detour Tractor Plows and Repairs are sold and carried in stock by
J. I. CASE THRESHING MACHINE CO., Inc., Racine, Wis. ADVANCE-RUMELY THRESHER CO., Inc., La Porte, Ind. AVERY CO., Peoria, Ill.
and all branches and all branches and all branches

J. I. CASE THRESHING MACHINE CO., Inc.
DIXON, ILLINOIS • GRAND DETOUR PLOW DIVISION • EST. 1837

CANADIAN FARM IMPLEMENTS

VOL. XVIII., No.10

WINNIPEG, CANADA, OCTOBER, 1922

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The Burden of Proof is on You

If you lose a receipt for a cash payment it is not the other man's job to prove that the account is unpaid.

It is up to you to prove payment.

Most often it cannot be done. In paying bills by cheque, protection is assured.

Interview one of our branch managers and arrange to open a checking account.

917

UNION BANK OF CANADA

Head Office WINNIPEG

Fire Prevention Plus Safe, Economical Protection

Guard against fire, by all means, but also insure against possible fire loss. Canada's fire loss in 1921 totalled \$45,015,930. In four Western provinces it was \$5.09 per capita. Only 75 percent of our fire loss was covered by insurance.

Winter lies ahead with its increased fire hazard. Is your Store, Stock and Home covered? How would complete or partial fire loss affect you this winter? Remember, we give Hardware and Implement Dealers absolute protection at ONE-HALF the Board Companies rates. Our Hardware Companies have paid 50% dividend on their Policies for over 14 years. May we send you complete details?

ASSETS OVER \$4,000,000.00.

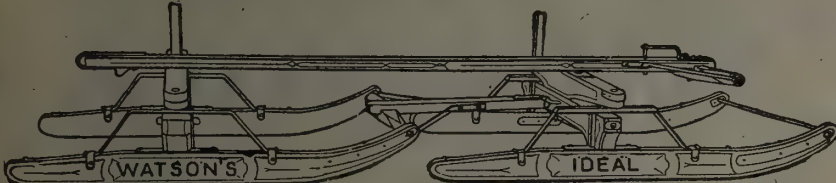
NET CASH SURPLUS OVER \$2,000,000.00.

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager,

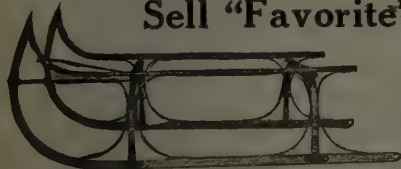
802 Confederation Life Building, Winnipeg.

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We are now back in production of the genuine Watson "Ideal" Sleigh—Canada's biggest farm sleigh value. Made in 2, 2½ and 3-inch steel or cast shod runners. Patent trussed bench. Special quality, seasoned, straight-grained woods. Heavy steel bracing throughout. Runners—white oak. Benches—grey elm or oak. Poles and reaches—heavy white oak. Runners have point of contact directly below bench. Shoes curved at rear; allow easy backing. Size for size, carry heavier loads than any other sleigh made.

Sell "Favorite" Cutter Gears



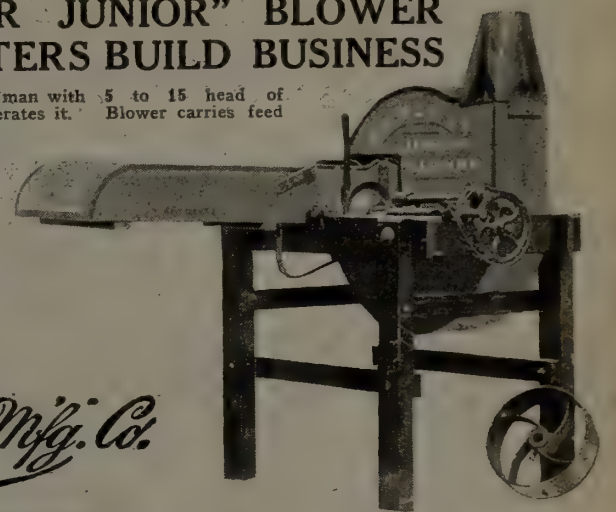
Fit any buggy body, turning same into a cutter in a few moments. Shipped knocked-down. Get our prices on this line.

John Watson Mfg. Co.
LIMITED

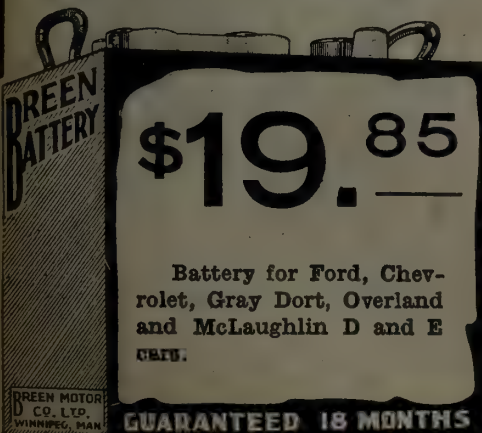
311 CHAMBERS STREET, WINNIPEG, Man.

"EXCELSIOR JUNIOR" BLOWER FEED CUTTERS BUILD BUSINESS

An ideal machine for the man with 5 to 15 head of stock. 4 to 6 H.P. operates it. Blower carries feed to any part of barn or elevates up to 20 feet. Capacity ½ to ¾ ton of feed per hour. Cuts three lengths ½ to 1¼ inch. One lever starts, stops, and reverses; 9-inch throat; blower connection fits 6-inch stove pipe. Pulley 12x4 inches. Feed table turns out of way. Get our prices.



BREEN BATTERY SPECIALS



TYPE \$ 25.85
136

Battery for Chevrolet F. B., McLaughlin, Oldsmobile, Nash, Studebaker CARS.

TYPE \$ 31.85
712

Battery for Dodge and Maxwell cars.

Write for our Proposition on Winter Storage

BREEN MOTOR CO., LIMITED WINNIPEG

PENNY WISE AND POUND FOOLISH

—is the man who thinks to save the expense of Life Insurance. Certain premiums may be saved, but AT THE EXPENSE OF THE FUTURE. To achieve for himself what a Life Insurance Policy will do for him completely and at once, he must save regularly at compound interest for many years a sum equal to the annual premium a policy would involve. He must make no bad investment and HE MUST BE SURE OF LIVING.

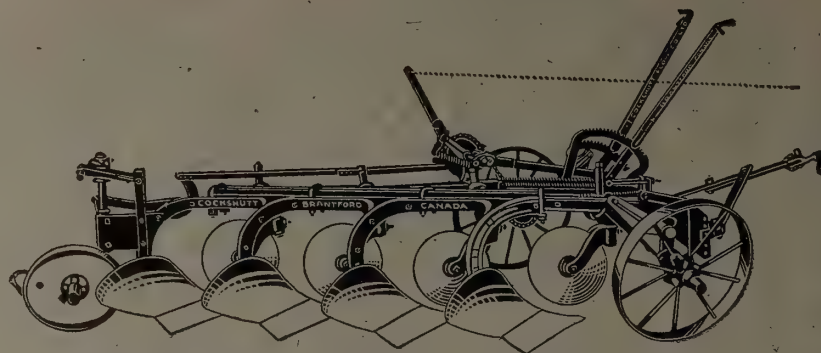
He who insures takes no risk, neither does his family. Are you insured? If not, let us send you particulars of some inexpensive Great-West Policies combining adequate protection with favorable investment.

The GREAT-WEST LIFE ASSURANCE Co.

Dept. "P.16"

Head Office WINNIPEG

Made in
Moldboard or
Disc Types



A Size and
Style to Suit
Every Tractor

COCKSHUTT TRACTOR PLOWS

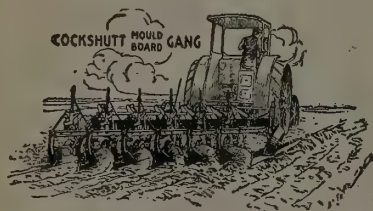
Have a record of long and satisfactory service that makes them quick sellers—Push them and get the cream of the trade.

They are better suited to conditions in your vicinity than any other make, because they are the result of long and intimate experience with Western Canada soil conditions. They have strength for every class of work and have the proper design to do that work in a way that will please and make a satisfied customer out of each user.

Most farmers realize the importance of giving as much thought to the purchase of their plow as to the Tractor. The splendid reputation of Cockshutt Plows makes them easier to sell than most others. They are being used behind every make of Tractor and giving perfect satisfaction.

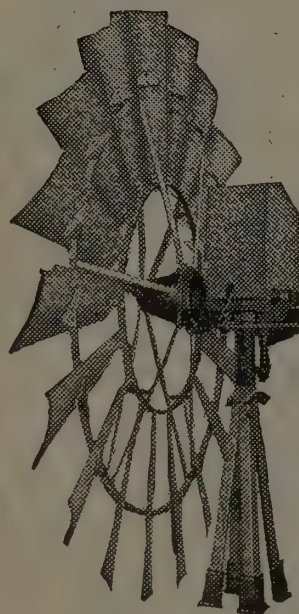
Made in Moldboard or Disc types for light or heavy machines.

Write our nearest Branch House today for literature and fuller particulars of the Cockshutt Line.



Cockshutt Plow Company, Limited

WINNIPEG REGINA SASKATOON
CALGARY EDMONTON



TORONTO SELF-OILING WINDMILLS Made in Canada

The Pioneer Canadian Manufacturers of Steel Windmills have placed upon the market a windmill so constructed as to require oil only once a year.

Running in Oil

All gears operate in a bath of special oil—affected by neither extreme cold or heat—automatically conveying lubrication to all bearing and working parts—*Simply flooded with oil.*

Fear and Danger overcome—No more semi-weekly trips to the top of the tower in storms and cold—Oil only once a year.

Present Toronto Windmill Owners can have a self-oiling outfit by interchanging heads only and using their own wheels.

This mill is already a great seller. Be the first man in your community to sell Toronto Self-Oiling Windmills. Write for our attractive Dealer Proposition today.

Ontario Wind Engine & Pump Co. (Western Branch) Ltd.
REGINA CALGARY
Eastern Offices: Toronto and Montreal





Speed up Fall Business by Selling CRESCENT PLOW SHARES



A Profit-Making Line for the Implement Dealer

Over 1500 Patterns

Perfect in accuracy, fit and finish. Produced by specialists from finest grades of soft centre and crucible steel. There's a Crescent Share to meet every demand. Get the latest lists.



Regular Style. Bolted and Fitted Plow Share.
Perfect in Fit. Best in Quality.

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Cash in on the heavy replacement demand this season by carrying Crescent Shares. Size up the needs of your district and order a supply. Every share is fully guaranteed.

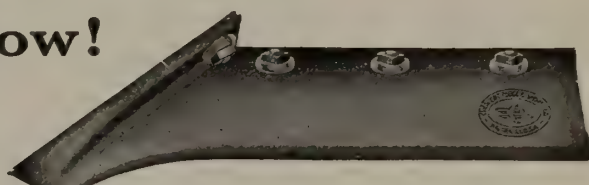


Crescent Engine Gang Shares. Fitted and Bolted.
Unequalled for Power Outfits.

Lay in a Stock—Now!



Note the Trade-Mark



Reverse Side of Regular Style Share. Note the Wide
REINFORCED POINT and WELD.

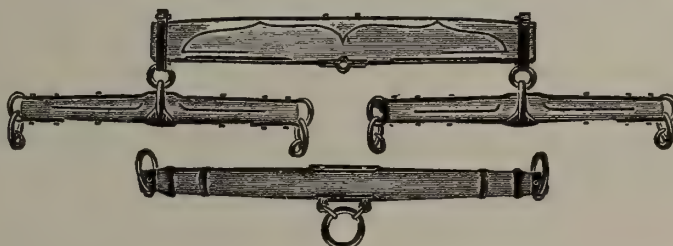
For Seasonable
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REGD.

Guaranteed
Premier Line of

WAGON DOUBLETREE SETS

Better Stock
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In Varnished or
Painted Finish

Agricultural Sets — Plow Sets

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For Any Team Requirement from Two to Fourteen Horses



Get Our Prices—Immediate Delivery Guaranteed.



D. ACKLAND & SON, LTD.

WINNIPEG

CALGARY



Do You Like to Sell?

ON 7 per cent of the world's land, American farmers are producing 25 per cent of its wheat, 60 per cent of its cotton and 75 per cent of its corn. These results could never have been accomplished without the use of machinery.

Did the farmers ask for this machinery in the beginning? They did not. A great deal of the hardest kind of selling was done by implement dealers before even the most necessary machines came into use. But in the process farmers became more prosperous and dealers made more money.

Now we are offering machines that still further increase the farmer's efficiency—that enable him to raise an even greater percentage of the world's crops—that again increase his profits.

Do you want a share of the prosperity these machines will produce? Selling Case Power Farming Machinery is much easier and more profitable than was the selling of the first threshers, reapers, etc., but it is no less a job of selling.

Dealers who like to sell, and who can see profit in raising the farming standards of their communities, will find much to interest them in the terms of the new Case Dealer's Agreement.

J. I. CASE THRESHING MACHINE COMPANY

Dept. Y214

(Established 1842)

Racine

Wisconsin

Factory Branches: Alberta—Calgary, Edmonton. Manitoba—Winnipeg, Brandon.
Saskatchewan—Regina, Saskatoon. Ontario—Toronto.

NOTE:—Our plows and harrows are NOT the Case plows and harrows made by the J. I. Case Plow Works Co.

CASE
TRADE MARKS REG. U. S. PAT. OFF. AND IN FOREIGN COUNTRIES.
POWER FARMING MACHINERY



CANADIAN FARM IMPLEMENTS

Vol. XVIII., No. 10

WINNIPEG, CANADA, OCTOBER 1922

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10c

The Evolution of the Implement Dealer

The development of the modern implement dealer is a matter which arouses many reminiscent meditations. Today, alas, there are but a few men who have come through the kindergarten stage of the trade, who have graduated in all classes of this most strenuous of games, and who finally have attained their reward so that they sit in a little glass house with a gilt sign "General Manager" or "Sales Manager" on the door thereof.

Just for a moment forget the years of chasing business, of sweltering in a hot sun making a condemned binder perform properly, of worrying over repair parts, and of trying to justify the return of said repairs to the factory. Forget the long drives across the territory and the sad process of collection; the arguments and the condemnation, the woes and the enthusiasms of the past, and let us consider the vital thing in which we are all interested, the past, present and future of the implement dealer.

What has he done to justify his existence? What was he, and what will he become?

It's a wonderful story, the life history of the implement dealer as the country knows him. The little cross-roads blacksmith shop used to be his domicile, where, half a century or more ago, he distributed the primitive machines which our forbears invented and trustingly manufactured. He had no money and less credit, but he had patience and a modicum of intelligence, which combination was most necessary to convince the embryo farmers of this agricultural country that a miraculous saving of labor and increase of production could be effected by the use of the single and double share plow in place of the hoe, of the cradle over the hand sickle, the binder over the scythe. It took practical demonstration in the field to build up the confidence so essential in the marketing of any product, particularly implements.

The blacksmith implement dealer had no money, the farmers had no money, but with a faith which almost puts to shame that of some of the early martyrs in a religious way, with a belief that they were filling a mission outlined by a power higher than they, our progenitors risked their little fortunes in the building of the machinery which has done more than any other single influence to transform the western plains into the agricultural gold mines they now are.

With a confidence foreign to the present day credit man and by methods which would drive his sensitive soul to perdition, were he forced to follow them, they furnished the goods to the blacksmith dealer with a handful of highly-colored advertising matter and a sheaf of long-distance notes, oftentimes paying the freight to destination because the "dealer" couldn't. The "dealer" carefully "shedded" them under the wings of a red hot sun and the fast colored paint disappeared as rapidly as its name would indicate.

It was usually a sorry looking lot of stuff the factory agent saw when he checked the stock in the fall. But he cheerfully reported it in "good condition" and started out to collect the notes which the dealers had taken in exchange for his wares. Once in a while the blacksmith dealer had collected the money for some machinery and that was truly unfortunate, for the banking facilities were not always of the best and the loss by exposure in the possession of the dealer was immense. They were an optimistic lot, those agents, and they managed somehow to get a good portion of the money or extended the notes, and it has always been a mystery how on earth the manufacturers financed their businesses those days. The dealer didn't worry about that part of it; he had none to finance, and the word hadn't crept into his vocabulary. He wasn't a dealer at all in the proper sense of the word; he was simply an agent or distribu-

tor for the manufacturer, a most inconvenient but very necessary adjunct to the factory.

It can safely be said that the original good Samaritan to the western farmer was the implement manufacturer, and his purveyor of products—the implement agent.

The tremendous demand for the different classes of machinery as the country developed and demonstrated their utility and the heavy margin of profit it must have carried, accounts for the ability of the manufacturers to stand the fearful losses which they at times were called on to bear. The dealer had no money invested and whatever he had left after he had turned over all of the notes and most of all his money was "velvet." Very few of them became rich or even well to do. The large majority of them donated a few years of their lives to the cause and faded out—the agency going to some more optimistic human. Some of them, to be sure, made good, and some even achieved sufficient greatness and became travellers.

Every successive generation of dealers has become more largely informed, and consequently of more value to the farmer and manufacturer. Some even made money, but, whether or not, all have been invaluable to their communities.

The Old Order Changes

The system of marketing which had characterized the introduction of the business and had given birth to the retail implement dealer in days of yore was followed up in marketing the increased production until every cross roads hamlet had its implement dealer financed by some manufacturer who wanted representation.

The few really big manufacturers, beginning to worry over increasing competition or else haunted with visions of complete control of the business, placed agencies so thickly over the country that the implement dealers began stepping on each other's toes and arguments

sprang up as to the exact meaning of "territory adjacent." Dealers' associations were formed and committees labored earnestly to iron out the seemingly endless string of difficulties, in a spirit of fairness to all concerned, but with the interest of the dealers always nearest their hearts.

While the dealer was independent of the factory he was essentially a part of it as the product. He became a link between producer and consumer, which he still is.

Time passed and with it came the credit man, the watchdog of the factory, or wholesale house. The dealer had at times to face a cold world alone and unattended. High powered salesmen were at his door, jerking him to a realization of the chief end of commerce, moving the goods.

There came a new development. Power farming machinery became a factor. The capital necessary to construct the machinery is enormous, and it strained the financing ability of the country. The automobile—the pleasure vehicle—under the careful guidance of the credit men has been marketed for cash to the astonishment of the world—it couldn't be done—but it was. Now an effort was started to market the tractor and its accessories in the same manner. This also passed to some degree, which brings us roughly to the present and the dealer of today—the implement and power farm machinery merchant.

What is the Dealer?

What of the man who is termed an "implement dealer" in this year of our Lord. Is he always a dealer, or is he sometimes still an "agent?" In few lines has a man to have a more varied experience, a wider knowledge.

The trade has its traditions—all of which are not good. But to the best traditions of the past the dealer of today will add the business intelligence which time has developed. His growth can never be mushroom-like—it must be rooted in the best principles of merchandising known.

What has he to do to conform with the calling which he follows. He has to be a purchasing agent, a salesman, a credit man, a collector, an accountant, a store manager, and in addition, an expert mechanic, knowing how to take care of the machines he sells—how to operate and adjust them, how to show the farmer the way in which to get best results. He must be somewhat of an agriculturist; must be able to tell what his community needs; must be a dairy enthusiast and an economic specialist as regards methods of crop production. He also must be a skilled lawyer, for such a one is needed to deal with contracts and farm machinery acts, and the many varied forms essential today. In his spare time he must amass enough money to pay his help at regular intervals—if he has help.

To be a good dealer he must attain a standard of real service to his community, and must not depend overmuch upon his supply sources to help him sell the goods. He must have initiative, incentive and independence. The dealer worthy of the name performs a valuable service to his customers which is sometimes lost sight of by the fact that

there are inefficient dealers who do not render the service which they should.

What of the future? Will it see a passing of too many dealers in a given territory, and a wider plan of more efficient distribution? Can the manufacturer abandon the old weight of factory sales effort, and rely on a well financed, well equipped, experienced and progressive dealer drawing business from a wider territory? Will the future see the passing of the "curbstone dealer," of the dealer who does not justify his existence except for the purpose of supplying goods if the customers ask for them.

Serving a larger clientele, will the dealers of tomorrow have a larger territory, a larger volume of sales, hence a lower percentage of overhead expense? Will they replace the old methods of too many dealers in a given area, of the type of men who needed canvassers and collectors, sales assistance and instruction? In the days that follow will the status of the dealer become a case of the survival of the fittest—of the men who are, in every sense of the word, distributors of farm machinery and implements to the farming communities of the Canadian West.

Demonstration of Disc Recleaner for Threshers Held at M.A.C.

On page 20 of our August issue we gave a description of a disc recleaning device for removing dockage from threshers at the time the grain is threshed. A demonstration of this recleaner, adapted to a Case 28-inch all steel thresher, was held at the Manitoba Agricultural College, Winnipeg, on September 27th.

The demonstration was attended by a great many gentlemen in the thresher and farm equipment industry, most of the members of the Winnipeg Wholesale Implement Association being present. Grain men also showed a very live interest in this device.

The demonstration was supervised by Robt. H. Black, who is in charge of grain cleaning investigations for the United States Department of Agriculture and who came to Manitoba specially for the demonstration. The recleaners have been developed for adaptation to threshers by Mr. Black, who is the first man to conceive the idea of adapting the disc cleaner, as used in flour mills, to thresher construction, so that the dockage may be removed at the time of threshing.

Mr. Black advises "Canadian Farm Implements" that ten threshers have been equipped with these recleaners this season by the U. S. Department of Agriculture. Eight of these are of the disc type, one of the sieve type, and one an aspirator design of cleaner.

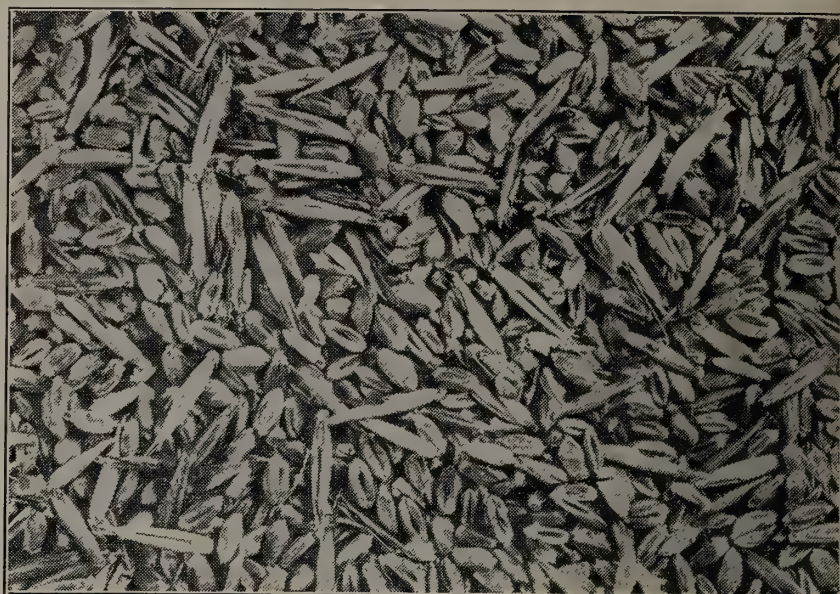
In working out the design of the recleaner and completing plans for experiments, the U. S. department had valuable co-operation from the J. I. Case T. M. Co., Racine; Advance-Rumely Thresher Co., La Porte; Minneapolis T. M. Co., Minneapolis; Nichols & Shepard Co., Battle Creek, and the Port Huron Engine & Thresher Co.

Method of Cleaning

The recleaner, which is simply a series of discs enclosed in a circular casing, was bolted to the top of the thresher. These discs are hollow in the centre, with fan-like blades acting as spokes and are mounted on a rotating shaft. On the sides of each disc are a large number of undercut pockets, somewhat the shape of a miniature elevator bucket. The size of pockets on the discs with which the grain first comes into contact is such

that the fine seeds are picked out, but the grain is rejected. The material which is picked out by the discs is discharged through the side of the machine, and the rejected material is passed on through the machine by the paddle-like centre spiders with which each disc is provided. Each machine is provided with discs having different sized pockets, so that in operation the disc recleaner separates the grain delivered by the threshing machine into three parts: (1) cleaned grain; (2) fine seeds; (3) wild oats, tame oats, barley and other coarse material. Each of the three parts is discharged from the recleaner through a separator spout.

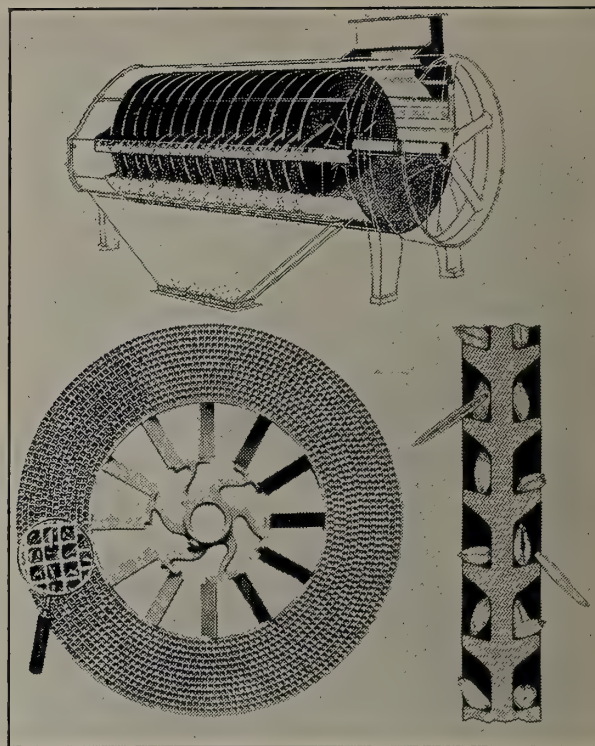
The wheat threshed at the Manitoba Agricultural College was a good specimen of dirty crop, and to make the separation more difficult a mixture of wild oats and cockle was added. The work done by the recleaner was excellent and the removal



Above:—An average sample of wheat as delivered at the elevator or shipped to the terminals, containing a heavy admixture of dockage, mostly wild oats. This sample illustrates the desirability of recleaning the wheat at the time of threshing. The dockage occupies valuable space in the grain tank or freight car, and costs money to transport to the head of the lakes, where it is not wanted.

□ □ □

At side:—Sectional parts of the disc grain-cleaning machine:—Top, showing arrangement of the disks in the frame; lower left, side view of one disc; lower right, cross section of disc, illustrating how oats are separated from wheat.



Showing the disc recleaner at work on the threshing machine. It will reclean the grain as fast as the machine can thresh and deliver it, cleaning it to one per cent. dockage.

of the impurities in the grain was remarkable.

Development of Equipment

The first experiments with recleaners of the disc type were made in the United States in 1921. The disc recleaner is made with different numbers of discs to handle the capacities of all size separators. While no exact figures are available as to production cost of the recleaner, the size for a 28-inch separator would approximate four hundred dollars; possibly less when made



The OilPull Agency

Four unusual reasons why it makes more money for dealers

HOW do you judge a tractor agency? Surely not by the number of cylinders in the tractor—nor the kind of fuel it burns—nor the beauty of its lines. There are far more important reasons for your preference. The OilPull tractor, for example, offers a remarkable record of results.

As proof of OilPull performance in the field, as well as its salability on the dealer's floor, note that it has to its credit: (1) Principal National Fuel Economy Records for 10 years. (2) Upkeep cost of only 50 per cent of the Government's National Average. (3) An average of 10 years and more of service. (4) A price that is very low, consistent with the high quality of the machine.

The first three of these results were made possible by sturdy construction and TRIPLE HEAT CONTROL—an exclusive OilPull Tractor feature—a perfect system of oil burning that

positively gets the power out of cheap kerosene, at *all* loads and under *all* conditions. The fourth is due to the strong financial position of the company.

Talk to the OilPull dealers in your territory—or any place. Learn why they sold tractors even during the lean years that have recently passed. They will tell you that the four reasons given above have been largely responsible for their success. If interested in the OilPull agency, ask us for all the facts. Details will be sent upon request.

ADVANCE-RUMELY THRESHER CO., INC.

Calgary, Alta.
Saskatoon, Sask.

Regina, Sask.
Winnipeg, Man.

48 Abell Street, Toronto, Ont.

The Advance-Rumely Line includes kerosene tractors, steam engines, grain and rice threshers, alfalfa and clover hullers, husker shredders and farm trucks.

Serviced from 31 Branches and Warehouses



in quantity. This would naturally add considerably to the first cost of threshers so equipped, but on the other hand the extra cost would quickly be covered by the value of the device.

It is stated in the United States that custom threshermen who have seen the device in operation allege that an extra charge of one to three cents per bushel would gladly be paid by farmers to have their grain cleaned at the time of threshing. With a season's run of say 50,000 bushels, this would mean a gross return for the custom thresherman of from \$500 to \$1,500 per year. Further, the value of the device for the individual thresher owner was clearly demonstrated at Winnipeg, when one considers the removal of dockage which could be used for feed, and the consequent increase in grade and selling price of the grain.

Obviously the better method for the farmer is to so clean and grade his seed, and so cultivate his land that weeds will be eradicated, but this ideal is by no means generally followed. The increase in value of grain threshed by recleaner equipped threshers is of sufficient economic importance to warrant the installation of disc recleaners on all old and new threshers operated where a dirty crop is found.

At the Minneapolis Tractor Show last spring a chart was shown illustrating the profit possible in using the recleaner. In

the U. S. last year the average 80 acres of spring wheat produced only 840 bushels. When dockage was 10 per cent. and the country price only 85 cents per bushel, the grower only received \$642.50 for the wheat he grew on 80 acres.

Assume that this same farmer marketed the wheat from another 80 acres with exactly the same yield, but that he threshed this wheat in a separator equipped with a disc recleaner. He sells this wheat at the elevator at the same time, but because it is clean he gets a price of 90 cents per bushel, or \$680.40 from the second 80 acres.

In addition, only nine wagons would be required to haul the clean wheat in contrast to ten wagons necessary for the greater bulk of uncleaned wheat. This means a saving of at least \$4.00 in favor of the clean wheat, while the 5,040 pounds of screenings removed by the recleaner during the threshing would be worth at least \$8.00 a ton or \$20.18. When fed to stock its value would be much more. Take the case of a custom thresher who collected 1 cent a bushel for the use of the recleaner:

This would only amount to \$8.40, but the net gain on the 80 acres of wheat which was cleaned, in one particular case last fall, with the disc recleaner, was \$53.56, or a rate of over 7 cents a bushel. The custom thresher could have charged 5 cents per bushel for the use of

the recleaner in addition to his regular threshing charge, and the farmer would still have gained 2 cents a bushel after paying for the use of the recleaner.

Copies of the condensed report of the 1921 investigations with recleaners in the United States together with photographs of the grain before cleaning, the cleaned grain and the screenings removed, may be secured by writing to R. H. Black, In Charge of Grain Cleaning Investigations for the United States Department of Agriculture, 404 Flour Exchange, Minneapolis, Minn.

Cushman Officials Visit Winnipeg

The September meeting of the Winnipeg Wholesale Implement Dealers' Association was honored by the presence of E. B. Sawyer, president and Fred Stone, secretary, of the Cushman Motor Works, Lincoln, Nebraska, who have been in the west for a few weeks, going over the territory and inspecting business conditions. Mr. Sawyer briefly addressed the meeting on conditions in the United States. Most lines of seasonable implements have been selling up to almost normal there. Gas engines, however, with most companies, have not yet reached 50% of normal sales. With the large crops which are now being harvested in both Western Canada and the United States, it is anticipated that all lines of farm implements will shortly come back to normal sales. Mr. Sawyer reached Winnipeg from Duluth, and was joined here by Mr. Stone, who has been making a tour of Pacific Coast points.

Canadian National Exhibition Machinery Display Poor

The implement display at the Canadian National Exhibition this year was exceptionally small as compared with previous years. The leading manufacturers, such as International, Massey-Harris, John Deere, Case T. M. Co., Sawyer-Massey Co., etc., were conspicuous by their absence.

Reports state that this condition was due to the fact that the exhibition authorities not only increased the space rates to a prohibitive figure but also located the machine exhibits away from the main part of the grounds so that displays did not get the attention which was their due, in view of the location charges made.

Amongst the tractor and farm equipment companies who ex-

hibited were noted the following: Advance-Rumely Thresher Co., showing tractors and separators; Holt Manufacturing Co., with their caterpillar tractors; Gallagher & Abra, fanning mills; Macartney Milking Machine Co., Ottawa, milkers; Birdsell Manfg. Co., clover hullers; Cleveland Tractor Co. of Canada, exhibiting the 12-20 and 9-16 "Cletrac" models; Hardie Mfg. Co., Petrolia, power sprayers; Ontario Wind Engine & Pump Co., Toronto, exhibited their new self oiling windmill, also a complete line of their pumps, engines, silos and water supply systems.

Two types of garden tractors were shown—the Spry Wheel and the Utilitor. R. A. Lister & Co., (Canada) Ltd., displayed a full line of their engines, milking machines, grinders, ensilage cutters, and the well known Melotte cream separator. T. E. Bissell & Co., Elora, showed their horse and tractor disc harrows and their mulcher packers. The Sharples Separator Co., Toronto, exhibited a complete range of their suction feed cream separators, their milking machines and factory size separators. The Spramotor Co., London, had on view a complete line of their power and hand spraying machines.

Twine Stocks Low

The Cordage Trade Journal says that binder twine consumption in the United States and Canada for the last harvests of the year which require twine is cleaning up unusually well the small stocks available, and practically no stocks are being carried over by manufacturers. This is a more favorable condition than following the 1921 crop when very considerable stocks were carried over.

The Ontario Plowing Match

The Plowing Match and Farm Machinery Exhibition which will be held at Lindsay, Ont., on October 11, 12 and 13 is likely to be the most successful ever held in the Province.

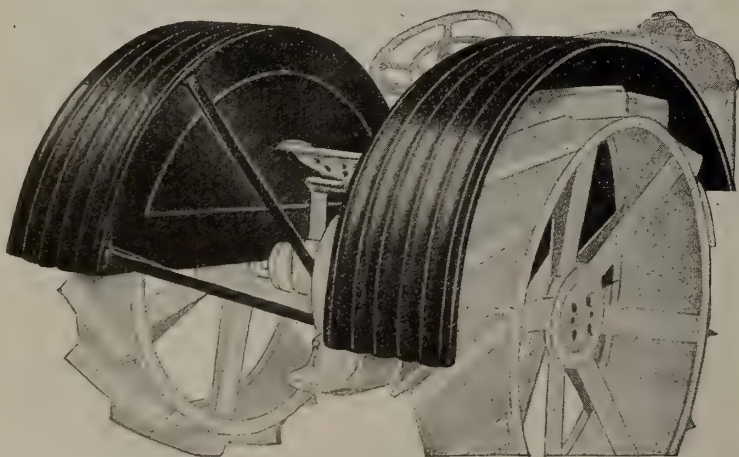
Tractors and farm machinery will be in operation during the three days of the Demonstration.

The programme will include walking and riding plow competitions in stubble, and tractor plowing and farm machinery demonstrations. Over \$3,000 is being offered in prizes. The leading tractors sold in Canada will be represented at the match.

Knocking gains nothing; boosting gets respect, if nothing else.

Fordson Tractor Fenders

A Wonderful Sales Opportunity For You



Dealers can sell them to every Fordson owner in their district. Protect the driver and gearing. Keep dust from wheels out of driver's face. Made of heavy, galvanized, corrugated iron, painted black. Strongly reinforced. Iron braces, with bolts, nuts and washers, are supplied. The braces are bolted to tractor at points where holes are already bored. No drilling necessary. They can be attached with no trouble. Let us ship you a sample. Show them—sell them.

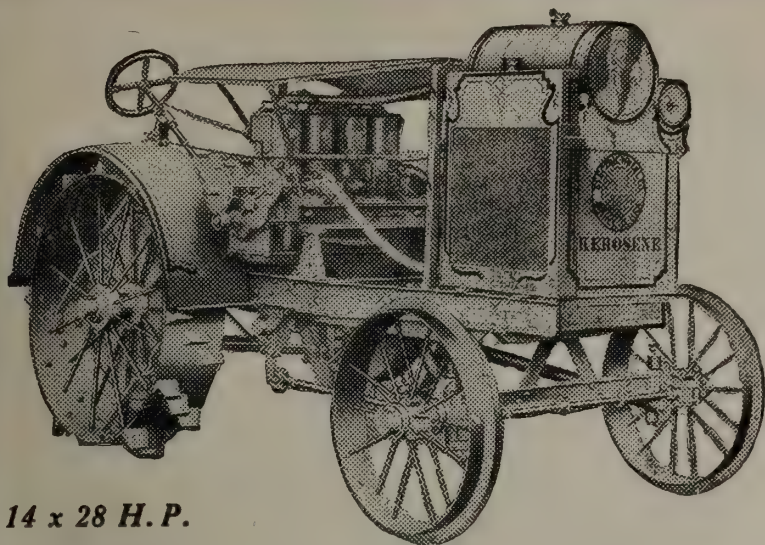
REASONABLE PRICE—ATTRACTIVE TRADE DISCOUNT

The Metallic Roofing Co. of Canada Limited

797 Notre Dame Avenue

Manufacturers

Winnipeg



14 x 28 H.P.

The Best for you to Sell --The Best for the Farmer to Buy WHITE ALLWORK TRACTOR

The Tractor of Proven Merit

Farmers are buying White Tractors because they have proved their worth as the best all-work tractor for Western Canada. Economical of fuel—easy to operate—low upkeep, sturdy, powerful; all this can be said of the Allwork. And the price is low.

SOME OF THE FEATURES:

Roller Bearings throughout.
Three speeds ahead with intermediate plowing speed, a direct drive; no transmission gears in mesh on belt work.
Cylinders cast separate with detachable heads. Motor set crosswise on frame; no chains or bevel gears. Guaranteed Kerosene Burner. All gears enclosed and automatically oiled. Five bearing crankshaft. H.P. rating guaranteed. Strong, yet light. Weighs only 5,000 pounds.

Somebody is Going to Profit by
the sale of the WHITE "FIRST
QUALITY LINE" of Machinery
in your Territory

Tell us if you want this business

White machinery has established a reputation for lasting, dependable performance, economy and efficiency that has created a buying interest which progressive dealers easily turn to profitable sales.

We invite communication from dealers who want to establish a profitable business connection. The terms we offer are particularly favorable. You know that White Machinery has the quality to back your sales efforts and you will find us a "White" firm to deal with.

Write us today before somebody else in the territory you want accepts this profitable opportunity.

The WHITE "FIRST QUALITY LINE"

includes the superior CHALLENGE THRESHERS in a full range of sizes, also a complete line of STEAM ENGINES.

WRITE FOR FULL PARTICULARS

GEORGE WHITE & SONS CO. LIMITED Brandon, Man.
Moose Jaw, Sask.
Saskatoon, Sask.

More Money For Dealers

You will make more money selling the Edwards Engine than you will by selling any other because you will sell more of them, and on a considerable less investment in stock. And we do business on a money back guarantee.

Endorsed by Canadian Farmers

Thousands of Canadian farmers are using this engine. They appreciate its simplicity, reliability and economy. They know the advantage of having just one engine for all farm work—an engine they can pick up and carry from one job to another—a 6 H.P. or a 1 H.P. engine, all in one, and weighing only 300 lbs. The Edwards Engine is just as efficient for light work as for heavy. It is equally good for pumping water, loading wheat into wagons and cars, for grinding, cutting feed, sawing wood, and for farm lighting.

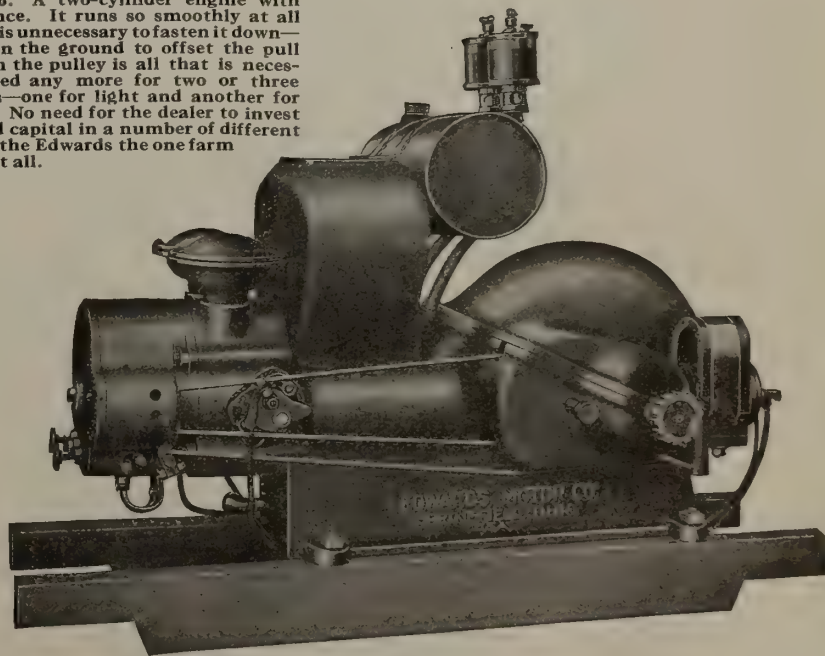
Write at once to either of our distributors at Winnipeg or Calgary for liberal discounts and sales helps. Write them for a copy of the best engine proposition ever offered to any dealer. Don't delay for farmers now have the money to buy.

The Edwards Motor Company,
140 Main Street Springfield, Ohio, U.S.A.

Calgary
A. F. Mally, Box 1661

Winnipeg
Henry Rustad, 416 Corydon Ave.

The only engine that will develop from 1 H.P. to 6 H.P., or any intermediate power within 1 to 6. A two-cylinder engine with perfect balance. It runs so smoothly at all loads that it is unnecessary to fasten it down—just a stake in the ground to offset the pull of the belt on the pulley is all that is necessary. No need any more for two or three sized engines—one for light and another for heavy work. No need for the dealer to invest much needed capital in a number of different sizes. With the Edwards the one farm engine does it all.



The EDWARDS MOTOR

With the Manufacturers

The Holt Mfg. Co. has reduced the list on the Model T35 Caterpillar from \$2,500 to \$1,975 f. o. b. Peoria.

Aultman & Taylor Machinery Co., has opened a branch in Dallas, Tex., with C. H. Gardner as manager.

The Dominion Motor Truck Equipment Co., Kitchener, Ont., received an order recently for trailers for British West Africa.

A new design of two-way plow, and one of the very first to be offered the tractor trade, is now being manufactured by the Moline Plow Co., Moline, Ill.

The Allis-Chalmers Mfg. Co., Milwaukee, has begun the erection of a plant addition required by the company's increasing tractor business.

The International Harvester Co. has opened its new sales and service station at Milwaukee, occupying a large new building at 85 Reed Street.

The Keller Mfg. Co., of Minneapolis, has begun manufacturing a line of potato diggers and sprayers in addition to its other lines.

The Camp Mfg. Co., Washington, Ill., has developed and is putting on the market a combination inside and portable grain elevator.

F. E. Myers & Bro. Co., Ashland, Ohio, has awarded a contract for a \$50,000 addition to its plant, which will effect a considerable increase in production.

Lorne Tractors, Limited, is the corporate name of a new company which has been organized to engage in the manufacture of tractors at St. Thomas, Ontario.

Lindsay Bros. Co., Minneapolis, has arranged with the New-Way Motor Co., Lansing, Mich., to represent the company's air-cooled engine in the Minneapolis territory.

The Ellwood Tractor Company, Madison, Wis., is making arrangements to move its plant to Paris, Ill., a factory site having been secured at the latter point.

Deere & Co., Moline, Ill., have announced a new tractor disc harrow known as the model L, suitable for any make of tractor. Sizes available are 6, 7, 8 and 10-foot, with either 16 or 18-inch discs.

The Fedders Manufacturing Company, Limited, have been organized at Bridgeburg, Ontario, under the management of Otto E. Utz, to make Fedders automobile radiators for the Canadian trade.

Owing to the rapid growth of the company's business since it was started three years ago, the Gotfredson Truck Corporation Limited, Walkerville, have had to erect an addition to their plant. This is a one-story sawtooth building.

Hart-Parr Co., has opened an office at 1300 West 12th St., Kansas City, Mo., where a com-

plete stock of repair parts will be handled. H. J. Cliff, repair manager at the factory, has been transferred to take charge of the new office.

The Cleveland Tractor Co., Cleveland, Ohio, will start production of a 1¼ ton truck early in October. This is the first step in the plans for the organization of Allen-Zeder Motors Co. which were announced a few months ago.

John Lauson Mfg. Co., New Holstein, Wis., announces that its business is rapidly returning to normal with the factory, at this writing, working over 200 men turning out Lauson "Frost King" engines and Lauson tractors.

William Butterworth, president of Deere & Co., Moline, Ill., will represent agricultural implement interests at the second general meeting of the International Chamber of Commerce, to be held at Rome, Italy, in March, 1923.

A binder twine concern in Holland placed two carloads of twine on the market in North Dakota this season. The twine was called "standard" and was made of Java sisal, some running 500 and some 600 feet to the pound.

Prices on the Maxwell sedan and coupe have been reduced. The sedan has been reduced from \$1,960 in Canada, to \$1,875, while the coupe has been reduced from \$1,580 to \$1,725. No change has been made in the open models.

The Fosston-Carpenter Co., St. Paul, Minn., has changed its name to the New Liberty Washing Machine Co. In addition to manufacturing the line of New

Liberty Washers, the company will continue the old lines consisting of wing carriers, wing feeders, fanning mills, etc.

Recently J. Ellis Dodd, sales manager of the R. Herschel Manufacturing Company, Peoria, Illinois, was appointed general manager of the Herschel-Roth Manufacturing Company. Mr. Dodd has had twenty-eight years of experience in the implement supply line.

Thomas Mfg. Co., Springfield, Ohio, at a recent reorganization meeting, elected the following new officers:—President, Harry H. Bean; First Vice-President, Wallace S. Thomas; Second Vice-President, G. A. Schaefer; Treasurer, Wallace S. Thomas; Secretary, C. L. Aldrich.

The Dodds Canadian Iron Works, Limited, have been incorporated with a capital of \$200,000. for the purpose of manufacturing flour mill machinery. The Dodds Brothers have been engaged in the manufacture of flour mills in Decatur, Illinois, for about twenty years.

The International Harvester Co. has started construction on three of the five units which will constitute its new motor truck plant at Fort Wayne, Ind. These buildings will afford 200,000 sq. ft. of floor space. The Fort Wayne works at first will be used for assembling.

The reorganization of the Midwest Engine Co., Indianapolis, Ind., has been completed. Preferred stockholders have subscribed to \$1,000,000 of bonds, most of which subscriptions have been paid in. The sale of assets to the new company has been approved.

(Continued on Page 14)

Why 30% to 40% Dockage?

That's what the grain of many farmers is showing this Fall.

BULL DOG Fanning MILLS

can do away with this needless loss. No mill made equals their work in cleaning grain for market. Get after this trade.



The New 48-inch Bull Dog.
Capacity, 80 Bus. per Hour.

Clean Grain Means Bigger Profits for Farmers

Show your customers the foolishness of complaining about low prices—while they market grain that is 30 to 40 per cent. impurities. A Bull Dog Fanning Mill is the farmer's best investment—and they are very reasonable in price. Five sizes, 24 to 64-inch sieve widths, cleaning from 15 to 1,000 bushels per hour. Order NOW.

THE TWIN CITY SEPARATOR CO., Ltd.
QUELCH STREET - - - WINNIPEG, MAN.

These Prices Assure Cutter Sales

We have in stock a limited quantity of

TUDHOPE Open Portland Cutters

Complete with High Door and Shafts. No bigger value will be quoted at the price shown. We also have a few

JUMPERS, with High Door, Less Shafts, High grade jobs at a price that will sell.

JUMPERS, a limited number, with High Door and Top, Less Shafts.

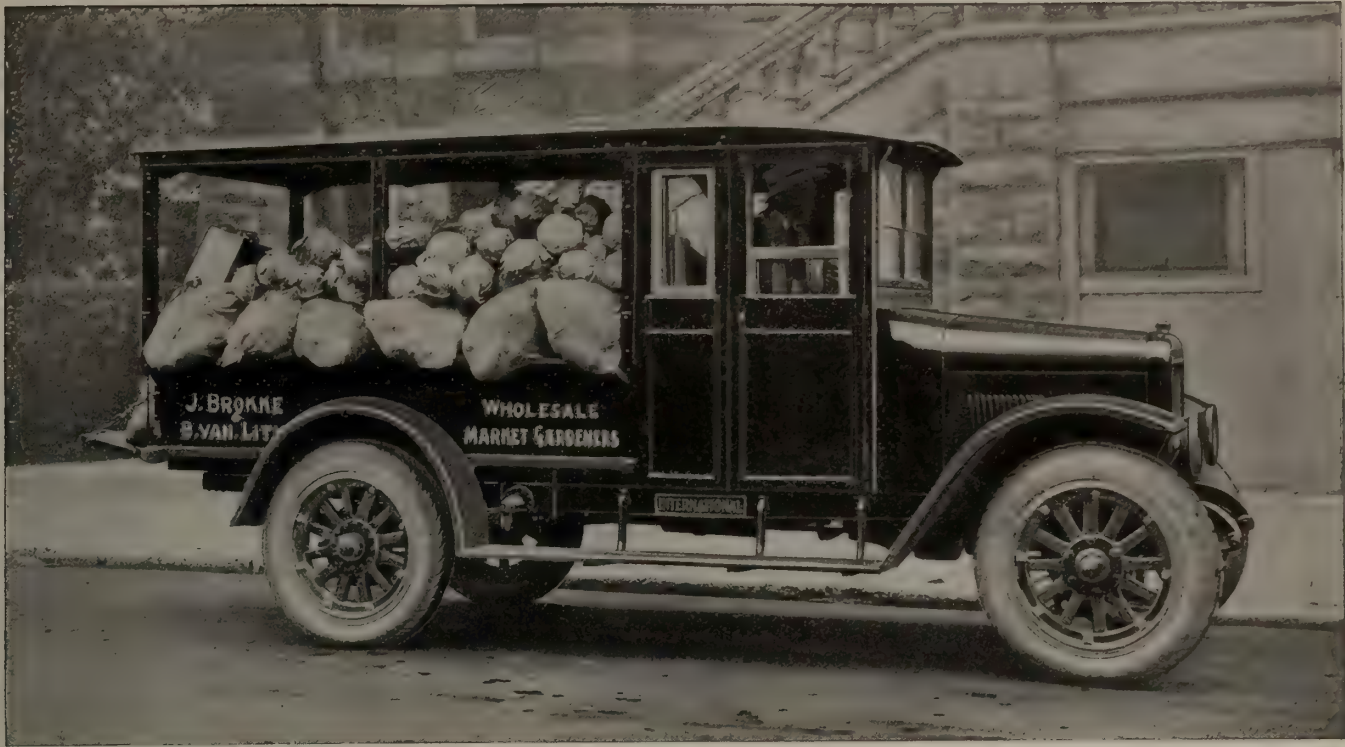
These Cutters and Jumpers will be cleared out to DEALERS ONLY at the following prices:

TUDHOPE OPEN PORTLAND CUTTERS, WITH HIGH DOOR, LESS SHAFTS	\$50.00
JUMPERS WITH HIGH DOOR, LESS SHAFTS	\$35.00
JUMPERS, WITH HIGH DOOR AND TOP, LESS SHAFTS	\$45.00

The above are subject to 2¼% Sales Tax. They will not last long at this special price. Rush your orders AT ONCE.

TERMS CASH

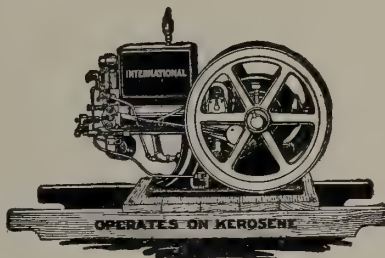
F. N. McDONALD & CO.
156 Princess Street WINNIPEG, MAN.



MOTOR TRUCKS! TRACTORS! ENGINES!

Yours to Sell With the McCormick-Deering Line

There is nowhere today a more complete choice of power and haulage equipment than is offered in the McCormick-Deering Line. *Motor Trucks*—built in twelve sizes, ranging from the 2,000-lb. Speed Truck (illustrated above) to the 10,000-lb. freighter for heavy duty, with regular and special bodies for every purpose. *Tractors*—two popular models, and each the product of years of tractor-building experience. For the 3-bottom trade you have the Titan 10-20; and for the four-bottom customers, the McCormick-Deering 15-30. Two sturdy tractors that have won the confidence of users everywhere. *Engines*—International Engines operate on kerosene, and are



built in 1½, 3, 6, and 10 h.p. sizes. A size for every customer—you need turn none away.

Realize the value and opportunity offered by the McCormick-Deering Line of power and haulage equipment. Strive every day to increase your sales, and to improve your service. You can help your customers at this season by urging them to drain the water from their motor trucks, tractors and engines. Better to drain them than to buy new parts. Pass the word along to your customers—and while you are doing it, include a few words about the power and haulage equipment you have to offer. Advertise—canvass—sell! There is business for the man who goes out after it.

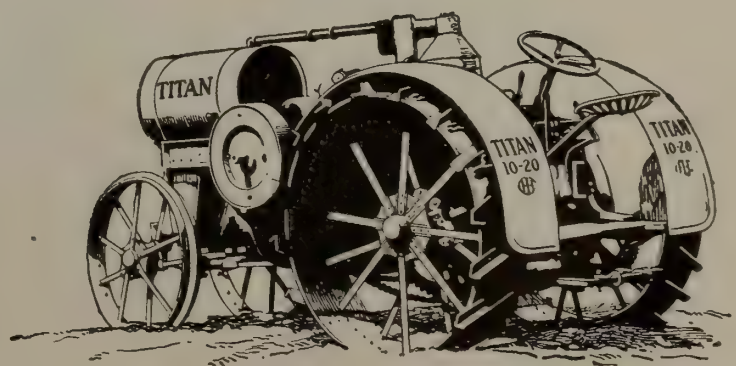
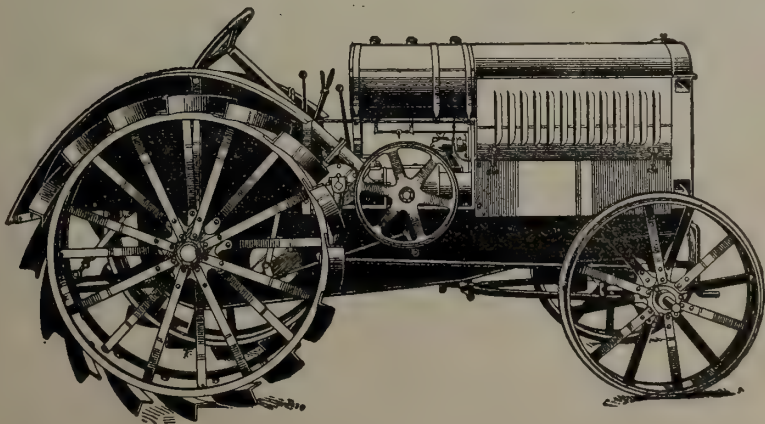
INTERNATIONAL HARVESTER COMPANY

OF CANADA LTD.

HAMILTON CANADA

WESTERN BRANCHES — BRANDON, WINNIPEG, MAN. · CALGARY, EDMONTON, LETHBRIDGE, ALTA. ·
ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.

EASTERN BRANCHES — HAMILTON, LONDON, OTTAWA, ONT. · MONTREAL, QUEBEC, QUE. · ST. JOHN, N. B.



Implement Prices for Next Year

At this season the dealer is naturally interested in the prices at which the leading lines of implements will be listed for 1923 business. As in past years, whatever the price, the dealer will have the usual friction with his customers, especially when one considers the revenue being received for their 1922 crop by Western farmers.

In the United States we note that some of the manufacturers have given some conception of the price situation by commencing their fall canvass with prices definitely outlined in their contracts. In such cases it is noticeable that the prices are practically the same as for the machines in 1922. In cases, in fact, slight advances are evident, these, it is stated being due to the increased cost of materials used in manufacture. In connection with some firms, prices will not be decided upon until the beginning of November.

Looking into the matter of future prices, it seems very evident that the Western Canadian dealer need not expect any reduction from 1922 prices on implement and machine lines for 1923 trade. In cases there may be some slight reductions, but these will be, in all likelihood, offset by the advance in other lines which are due to the advance in price of many lines of material entering into production.

Any reductions which will be made, it is stated, will be due more to reduction in actual factory costs in manufacture, or in economies effected in distribution. Any reduction in freight rates will be more than offset by the increased cost in raw materials. While it is obvious that the farmer, unaware in most cases of the rise in material which took place last summer, will consider that prices should show declines in 1923, it should also be remembered that the manufacturers are fully alive to this attitude, and have figured the prices of their lines more closely than ever before. They did so in order to lower the price to the consumer, if it were at all possible; and margins have been cut to the quick so as to enable the farmer to increase the purchasing power of his products under conditions due to the phenomenal crops of this year.

A contemporary points out that dealers may accept with absolute confidence the fact that prices which will be offered will be the lowest in relation to production cost that have hitherto been placed before the trade in normal periods. In the tractor

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF AND DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS VEHICLES, ENGINES AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG.

WINNIPEG, CANADA

Eastern Canadian Offices:—J. B. Rathbone, 95 King St. E., Toronto;
317 Transportation Bldg., Montreal.

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign, \$1.25 per year;

Single Copies, Ten Cents.

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the Implement and Vehicle Trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted, but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, OCTOBER, 1922

industry we are getting back on a production basis for the first time in several years, with a few exceptions. Tractor trade faces a new stage in which the farmer is, in many cases, able to resume long overdue buying. Demand has been smaller, and there is trade which should be developed in the year ahead.

One factor that is evident is that the glut of experimental and freak machines which cropped up during the war have practically disappeared. Recognized standard machines with proven design and years of reputation behind them afford the dealer a sales opportunity now that economic conditions are reverting to a normal equilibrium. In view of the necessary prices which will be quoted it will require salesmanship to merchandise implements and tractors, but the dealer has behind him the greatest of sales arguments—lower costs of production on the farm, more profitable operation by the use of modern power equipment. On the average the dealer will get what business he goes after. If the crops in his community have netted farmers enough so that they have any cash to spend, then the implement dealer has to compete not so much with competitive dealers in farm equipment as with the automobile man, the

talking machine shop and the dozens of sellers of luxuries or semi-luxuries.

The Potato Digger

For the farmer with any reasonable acreage of potatoes, the potato digger will be found an invaluable implement.

The efficiency of potato diggers over the hand method of digging is so obvious that it needs no further comment. Where the acreage is small a simple, plowlike digger may serve to harvest the crop. On the larger acreage the crop is harvested by the elevator type of digger. Three or four horses are required to operate such a digger. Elevator diggers have been placed on the market, the machinery of which is driven by an up-to-date, small gasoline engine mounted on the digger. In digging, the tractor is particularly useful because of its power, speed and easy control and short turning radius. By use of a tractor a digger can keep from eight to twelve pickers busy. Digging is an important piece of work, requires power, steady, even speed, and accurate control as to depth and following the row. Hills and bad places are easily negotiated with a tractor-drawn digger.

The Matter of Collections

In view of the considerable carry-over of 1921 accounts by mercantile concerns, it is evident that this year collections will receive very close attention from the farm machinery trade. Due to conditions it is apparent that many farmers will not be in a position to meet their obligations in full, and the pressure of collections may have a marked effect upon the purchasing situation as regards farm equipment.

In Saskatchewan a conference was held by the government with the leading creditor classes with a view to consider ways and means of preventing the farmers of the province throwing their grain on the market immediately it was threshed, thus forcing the market price below the actual cost of production. President Dunning, in fact, warned the creditor classes that the government might have to exercise its powers to declare a moratorium in the province.

At this conference figures were advanced showing that it would be impossible for the farmers to liquidate an accumulated indebtedness of several years' standing from the proceeds of one crop, and evidence was submitted that some creditors were attempting to enforce collection of large sums by expensive legal processes, only adding to the burden which debtors were carrying.

Practically all the interests represented, however, agreed that they were prepared to co-operate with the debt adjustment commissioner in the distribution of assets in such cases as might be brought to him for adjustment.

It is safe to say that the average retail merchant has been, if anything, too lenient in the past as regards carrying the farmer, and many dealers have suffered for this leniency. The warning that a moratorium might be resorted to is formidable, for even as a last resource this would have a very bad effect upon business in the province, and dealers would suffer. Under present conditions, it is, however, safe to say that the implement wholesaler and manufacturer will, as in the past, adopt a very reasonable attitude in the matter of collections—although settlement was never more necessary in view of the continued high cost of producing and merchandising farm equipment. The implement men do not expect to liquidate 100 per cent. of their accumulated indebtedness this year, but they expect that the farmer will do his best to reduce his overdue obligations.

Business Changes—Personal Items

The Wagoner Garage has commenced operations at Yorkton. Partnership is dissolved in Mac's Garage, at Beausejour.

John Schmidt is the owner of a new harness shop at Bindloss.

J. B. Laurent has opened a harness business at Sturgis.

W. Collins has discontinued his harness business at Rhein.

McTavish & Park are now operating an implement and lumber business at Cardale.

H. Plouffe has commenced in the automobile business at Chauvin.

Cuthbert's Garage is the name of a new venture in the automobile trade at Provost.

New ownership is reported in connection with the Broadview Garage, at Broadview.

Ainsworth and Best, auto accessory dealers in Saskatoon, have dissolved partnership.

Moss & Collinson are now operating an automobile business at Carroll.

Murray & Marks are partners in a garage and repair business at Leask.

Nunn Bros., hardware and implement dealers at Landis, were burned out recently.

Fenrich and Asmus, dealers at Leader, have been succeeded by Asmus & Johnston.

Johnson & Anderson succeed Peter Johnson in an automobile business at Mortlach.

D. McAllister has sold out his automobile business at Beausejour, to Hambly & Drysdale.

G. B. Murray and R. C. Marks are partners in a garage and motor supply business at Leask.

J. L. Backus and Geo. Loree, auto dealers at Cabri, have dissolved partnership.

The Verwood Garage, Verwood, is now operating under new management.

E. L. Bakony, implement and automobile dealer at Wakaw, is now operating a grocery business in addition to his other lines.

J. W. Isherwood is forming partnership in an auto accessory business at Fort Frances.

E. H. Ottley has sold out his harness business at Swan Lake to W. P. Hamm.

The business of W. C. Allen, implement dealer at Mulvihill, was burned out early in September.

The Breen Motor Company, Winnipeg, has been registered under the Companies Act, to do business in Saskatchewan.

D. C. Thom, manager of the Ontario Wind Engine & Pump Co., will visit Winnipeg about the middle of October.

The Willard Battery Co., Toronto, is registered under the Companies Act in Saskatchewan. Capital is given as \$200,000.

The Burrow Tire Section Co., Ltd., has been incorporated at Saskatoon.

R. N. Wisdom is now operating the automobile business at Acme, formerly carried on by Smith & Hobart.

The automobile business of O. C. Peterson, at Barwick, was burned out lately. Loss is covered by insurance.

Geo. N. Peek, president of the Moline Plow Co., Inc., Moline, Ill., has been elected president of the Stephens Motor Car Co., of Moline, Ill.

W. R. Green is reported to have severed his connection with the Eyebrow Garage and Machine Shop. The business is now being carried on by W. F. Creary.

Caroline Orendorff Parlin passed away at her home in Canton, Ill., Sept. 5, aged 97. Mrs. Parlin was the widow of William Parlin, one of the founders of the Parlin & Orendorff Co.

H. F. Anderson, manager of the Anderson-Roe Co., Winnipeg, will visit the head office of the Emerson-Brantingham Implement Co., at Rockford, Ill., during October.

R. H. Green, Winnipeg, formerly with the Tudhope Anderson Co., and the Anderson-Roe Co., is now travelling in Manitoba

Tractor Journal, has joined the sales department of The Holt Mfg. Co., Peoria, Ill., and will do special work as a Sales Engineer.

Earl B. Stone has resigned his position of Advertising Manager for the Cleveland Tractor Co., Cleveland, O., to join the Cleveland staff of the Hoyt's Service, Inc., advertising counsellor of New York City. He is succeeded by H. E. Orr.

News of the sudden death of Charles T. Davis in Dorsetshire, England, was received by cable by the Maple Leaf Harvest Tool Company, Limited, Tillsonburg, Ontario, of which industry Mr. Davis had been superintendent for 11 years.

O. P. Robb has been appointed vice-president and sales manager of the Stephens Motor Car Company, Inc., of Moline, and Freeport, Ill. For many years Mr. Robb was a successful sales executive of the Moline Plow Co., and was well known to the West Canadian trade as former manager of the Winnipeg branch.

G. M. Matson has resigned his position as vice president and general sales manager of the John Lauson Mfg. Co., New Holstein, Wis., severing his connection with the company entirely. He is succeeded in the capacity of general sales manager by F. H. Edson, formerly manager of advertising.

C. L. Sprinkle, president of the United Engine Co., Lansing, Mich., is making a European trip in the interests of his company, which includes the Scandinavian countries, Germany, Belgium, Holland, France and England. In Sweden considerable time will be spent at the plant of the Swedish Separator Co.

H. D. Dodge has resigned as sales manager of the Gray Tractor Company, Minneapolis, and is reported to have taken a position with the Webster Electric Company, Racine, Wis., with which he was connected before coming to Minneapolis. He severed his connection with the Gray organization the first of August.

"The Manitoba Gazette" reports that letters patent of the following concerns in the province have been cancelled:—The Altona Machinery Co., Boyce-Geddes Carriage Co., Farmers' Harness and Hardware Co., National Farm Tractor Co., Ltd.; Parker Safety Hitch Co., Ltd.; The Powerlight Company; Ronald Smith Cultivator Co.; Turner Tractor Sales Co., Ltd.; Western Canada Auto Tractor Co.

800 ? ? ? ? ?

In the past few months our Repair Information Department has handled over 800 enquiries from dealers, jobbers and manufacturers, a few of which we publish monthly. We especially invite you to make use of this Free Service. Give all details possible regarding part, casting marks, etc. If possible, give name of manufacturer or trade name of machine. We reply the day enquiry is received.

Dealers:—Make Use of this Repair Information Service

F. A. Ryan, manager of the Massey-Harris Harvester Co., in Minneapolis, visited the factories at Batavia, N. Y. and Toronto, recently.

H. S. Lord, formerly vice-president and treasurer of the Moline Plow Co., has accepted an executive position with the Velie Motors Corp.

The firm of Leary & Bolton, automobile dealers at McNutt, has been dissolved. R. E. Bolton now has sole control of the business.

Henry Heldon, owner of an implement, hardware and automobile business at Rumsey, has sold out his interests to the Frizell Hardware Co.

Fred Greaves is the name of a new dealer at Boissevain. In the same centre, J. C. McCalphin has discontinued his automobile business.

It is reported that Ballantyne Bros., Hardware and Implement dealers at Youngstown, will discontinue their hardware line, concentrating on the farm machinery trade.

Two new concerns have commenced at Vilna in the past month. W. Barabash is the owner of an implement business and J. W. South is running a harness shop.

territory for the John Watson Manufacturing Co.

F. G. McArthur, of W. T. McArthur & Co., Vancouver, distributors of dairy equipment, was a recent business visitor to Winnipeg while en route to Chicago, on business.

A. A. Thomson, Editor of "Canadian Farm Implements" has returned from Great Britain after a three month's visit. He reports export business dull in the British implement trade.

Harry H. Bean for 45 years with the Thomas Mfg. Co., Springfield, Ohio, has been elected president of the company to succeed Wm. S. Thomas, deceased.

V. S. Kidd, vice president of the Gray Tractor Company, Minneapolis, has assumed the duties of sales manager, following the resignation of H. D. Dodge. Mr. Kidd has been an officer in the company for several years.

Announcement is made by F. W. Edlin, vice-president in charge of implement sales of the Moline Plow Co., of the appointment of P. H. Noland as domestic sales manager, effective at once.

E. R. Wiggins, formerly with the Chilton Co., Philadelphia, as Technical Editor of the Chilton

With the Manufacturers

(Continued from Page 10)

With reference to the newspaper report that they had leased a large factory in Walkerville, and would start the manufacturing of a Canadian Paige automobile, the Paige-Detroit Motor Car Co., Detroit, state that they have merely opened up a warehouse at Windsor for handling Canadian business.

A new sickle bar for mowers is being manufactured by the American Machine & Foundry Co., 511 Fifth Avenue, New York City. An outstanding feature of the construction is that the plates are keyed on instead of being riveted. The bars are being made for all standard makes of mowers.

It is just two years since S. C. Johnson & Son, Racine, Wis., established their Canadian plant in Brantford. They now find it necessary to enlarge, and three new buildings are to be erected. Two of these are already under way, one for storage purposes, the other for the manufacture of varnish.

The "Stearns De Luxe" is the name of the 32-volt farm lighting plant with capacity for home and farm, manufactured by the Stearns Motor Mfg. Co., Ludington, Mich. This outfit has a capacity of 1,500 watts when the generator only is used, or a capacity of 2,000 watts when the generator and battery are used.

Ball bearings are an outstanding feature of three new cream separators which have been added to the Primrose line of the International Harvester Co. The No. 3 has a capacity of 650 pounds or 75.5 gallons of milk per hour; No. 4, 850 pounds, 98.8 gallons of milk per hour, and No. 5, 1,100 pounds, 128 gallons of milk per hour.

The Common Sense Farm Machinery Co., Los Angeles, Cal., has been organized to manufacture a combination hay harvester and baler. The machine is the design of G. G. Bennett, a farmer, and is claimed to pick the hay from the windrow and deliver it to the baler. Two men operate the machine, which is claimed to do the work of six men.

The Ford Motor Company of Canada is to erect a new plant on a site of 125 acres to cost approximately \$6,000,000, capable of doubling the present output and turning out five hundred cars per day. It is further reported that Dodge Brothers are to shortly put up a large plant in the area and that the Reo Motor Car Company has purchased fifteen acres for a similar purpose.

Beatty Bros. Limited, the well-known Fergus manufacturers, have purchased the entire Canadian business of the 1900 Washer Company, and will incorporate it with their own lines.

The Hayes Wheel Company of Canada, Limited, Chatham, Ontario, have bought the factory of General Forgings and Stampings, Limited, at Merriton, and are equipping it for the production of outside automobile rims.

The Ontario Wind Engine & Pump Co., of Toronto, have sold their Winnipeg warehouse for \$90,000.

The Imperial Oil Limited have recently acquired a considerable tract of land adjacent to their plant in Regina, on which to make extensive additions, comprising several large storage tanks of great capacity.

The agreement between the City of Calgary and the Imperial Oil Company, Limited, has been approved by the ratepayers and work is to start on the construction of a \$2,500,000 refinery.

The work will give continuous employment to from 300 to 500 men for a period of from six to eight months.

The 1923 models for the General Motors' cars are now out, and the factory is busy making these and getting ready for the fall trade. During the past month there have been several conferences with automobile salesmen from all parts of Canada held at Oshawa, and reports for the coming season are very favorable.

At a cost of about \$1,000,000, Durant Motors of Canada, Limited, are adding two manufacturing buildings, a shipping building and a cafeteria to their plant at Leaside, Ontario. These are to enable them to manufacture their new Star car in addition to the A22 Durant Model which they are now turning out.

The Massey-Harris Company resumed manufacturing operations at both their Toronto and Brantford plants, after having been shut down for a few weeks for their annual inventory-taking. Thomas Bradshaw, general manager, recently stated that there was a rift in the clouds that have been hanging over the implement industry; and his company was preparing for better business.

The Keller Mfg. Co., Minneapolis, Minn., manufacturers of wagons, trucks and sleds, has added potato diggers and sprayers and is now in production on these new lines.

The Aultman & Taylor Machinery Co. has announced new tractor prices. The 15-30 has been reduced from \$2,200 to \$1,900 at factory; the 22-45 from \$3,400 to \$2,800; and the 30-60 from \$4,500 to \$4,000.

The Huber Mfg. Co. has reduced the price of its Light Four tractor in the United States, from \$1,185 to \$985.

The Rock Island Plow Co. has announced a reduction in price in United States territory, of the Heider 12-20 from \$995 to \$725 and from \$870 to \$628 on the Model D 9-16 Heider.

Case Add to Line

The latest addition to the Case line of tractors, produced by the J. I. Case Threshing Machine Co., Racine, Wis., is the Case 40-72, for road and farm work.

This tractor will exert a drawbar pull of 12,000 pounds on good footing, and in every respect is designed and built with all the care that enters into the making of Case farm equipment.

The remarkable feature of the

40-72 is simply that a machine of the largest size has been designed according to the standards usually followed only in small tractor production—complete enclosure of working parts, anti-friction bearings throughout and cut steel gears at all points including the main drive gears.

Rodney Visits Winnipeg

M. J. Rodney, well-known to the implement trade throughout the Canadian West, spent a few days in Winnipeg recently while en route from Australia to the Head Office of the International Harvester Co., in Chicago. Mr. Rodney was manager of the Harvester Co's Winnipeg branch until about six years ago when he was made managing director of the International Harvester Co. of Australia, with headquarters at Melbourne. He will return to Australia early in December. Mr. Rodney reports that business conditions in Australia are improving, and that a good wheat crop will be harvested this year.

Appointing Agents for Durant Cars

The Dominion Motor Co., Winnipeg, have recently been showing the full line of Durant and Star cars, as manufactured by the Durant Canadian plant in Toronto. The Winnipeg concern will branch out into the wholesale as well as the retail business, and will distribute Durant and Star cars in Manitoba, part of Saskatchewan, and in the Rainy River district in Ontario. The Star car, roadster model, is listed at \$580; touring car at \$620. Durant Four roadster, is \$1,280; touring, \$1,280. Durant Six, roadster, \$2,050; touring, \$2,100. The company are now placing dealers in the territory which they will control.

Motor Truck Company Reorganized

Following the death of R. S. Harmer, president of the Sawyer-Massey Company, his son-in-law, Herbert K. Patterson, of Winnipeg, has taken over his interest in the Harmer-Knowles Motor Truck Co., Toronto, and has organized a new Company to be known as Harmer-Knowles Motor Truck Co., Limited. The late Mr. Harmer commenced the manufacture of motor trucks about two years ago, but the undertaking never got much beyond the experimental stage. The Harmer-Knowles truck was tested out and has given excellent results, according to reports by the company.

Silent ALAMO Electric Light and Power Plants

Ample capacity for any farm home, also power to operate cream separator, churn, washing machine, water system, fanning mill, etc. Perfectly balanced, no vibration. Complete, compact; built on solid base. All moving parts enclosed. Motor is Automatically controlled. Automatic throttle governor. Also

EMPIRE MILKING MACHINES, (Pulsator has 4-year guarantee).
CREAM SEPARATORS and GASOLINE ENGINES, in all sizes.

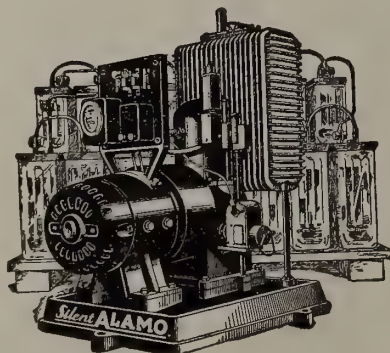
Write for dealers' prices and territory

ROBINSON-ALAMO, LIMITED

140 Princess Street

(Distributors)

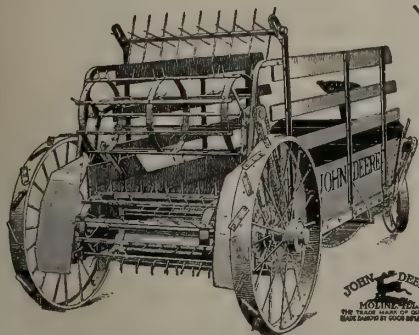
Winnipeg, Man.



FARMING AT A PROFIT BY THE JOHN DEERE METHOD

WATERLOO BOY STATIONARY KEROSENE ENGINES

The STANDARD FARM ENGINE



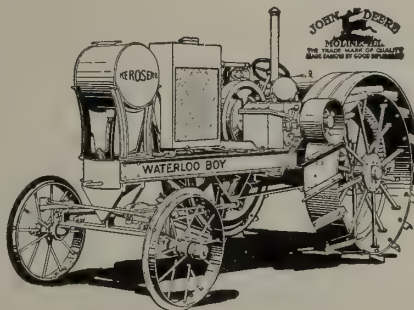
JOHN DEERE MANURE SPREADER WITH STRAW-SPREADING ATTACHMENT

An absolute necessity to the replenishing of the soil. The John Deere Spreader with the beater on the axle saves immense labor and covers a wide acreage in a few hours. Easy on the horses. The rear wheels play the part the horses do on a horse power and the beater plays the part of the tumbling-rod. A really great implement that has no superior in intensive or extensive agriculture. With straw-spreading attachment its value in enriching and binding the soil is doubled to the farmer. Get our special "SPREADER" LITERATURE.

NEW DEERE LIGHT-DRAFT GANG-PLOW

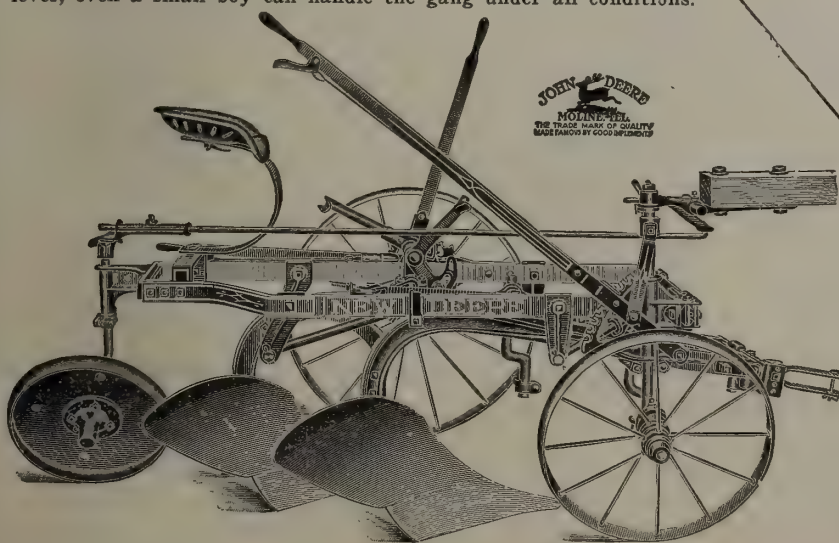
WITH QUICK DETACHABLE SHARES

In view of the fact that 80 per cent. of the time usually consumed in changing shares is **SAVED** by the New Deere Quick Detachable method, the supreme advantage of this implement is appreciated at once. The New Deere Gang illustrated has a combined foot and hand lift; either one or both can be used. With the auxiliary hand lever, even a small boy can handle the gang under all conditions.

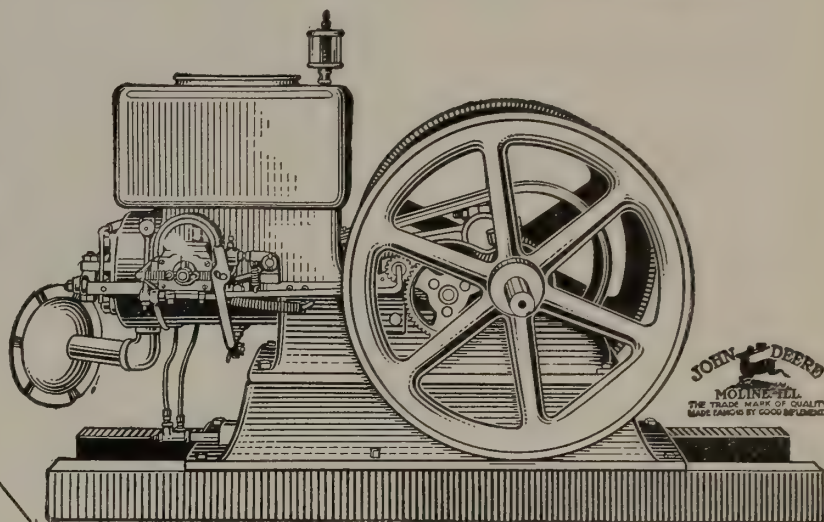


WATERLOO BOY KEROSENE TRACTOR

AND ITS MATE—THE JOHN DEERE No. 5 THREE-BOTTOM GANG PLOW



The lever folds over on the frame out of the way, when not in use, and does not interfere with the operation of the foot-lift in any manner. **AND REMEMBER THAT ITS BOTTOMS ARE THE PLOW BOTTOMS THAT HAVE BEEN THE GENERAL STANDARD FOR MORE THAN 70 YEARS.**



The "Waterloo Boy" throttle-governed Kerosene Engine is a godsend on any farm. It can be harnessed to any job. It works as smoothly as a watch and is perhaps the most sturdily constructed engine operating. It is simple in design—having remarkably few parts, all of which are easily accessible.

The "Waterloo Boy" is built on the four-stroke cycle principle—a type of engine that gets a power impulse at each second revolution of the fly-wheel. The fuel system provides a steady flow of kerosene to be fed to the mixer by a pump located in the mixer body. The casing is separate from the mixer and can be renewed when required at slight cost.

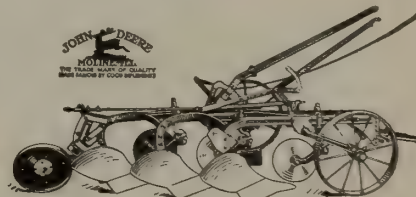
The ENGINE for STEADY, RELIABLE and ECONOMICAL POWER

Make the most perfect, inexpensive "working party" that can be put into the field.

They have been general favorites for a long period, and recent improvements in both have gained them a still wider popularity. They come at a price that almost any farmer can see his way through to a handsome profit in the saving of time and labor and in doing a perfect job of his plowing.

For belt service there is nothing in sight that can beat the "Waterloo Boy" and the very appearance of the "No. 5 three-bottom" gives the assurance that it is a plow that will do the finest work a plow can perform.

GET OUR FOLDER on SULKY PLOWS WITH QUICK DETACHABLE SHARES



The Right Plow for the Right Tractor

JOHN DEERE PLOW CO., LTD.

WINNIPEG

REGINA

SASKATOON

CALGARY

EDMONTON

LETHBRIDGE

Train Load of Tractors for Australia

As a boy the name Australia always implied to us kangaroos and bushmen, but now we realize that Australia is a country of great agricultural importance. Not only are the Australians interested in agriculture, but they are mightily interested in farming by modern methods, that is, the power farming way, as the accompanying picture will bear out.

The picture shows a train load of 15-27 tractors, leaving the J. I. Case Threshing Machine Company's factory at Racine, Wisconsin, on August 26th, for Australia. Here the tractors are being given their first trip over water preparatory to their long ocean voyage.

The shipment is consigned to the Commonwealth Agricultural Service Engineers, Ltd., of Adelaide, Australia, sole agents in Australia for Case products. On the foremost car of the train a huge banner was placed, printed with the following legend: "Australia Finds Power Farming Profitable, Case Farm Tractors Leaving Factory For Commonwealth Agricultural Service Engineers, Ltd., Adelaide, Australia,

Sole Agents in Australia for Case Power Farming Machinery."

It will be noticed that the first initial of the name taken by

The World Production of Wheat

The world production of wheat this year, excluding Russia and

375,827,000 bushels, the pre-war average. Both Canada and the United States show increased production over last year, with a combined estimated output of 1,125,968,000 bushels, compared with 1,095,751,000 bushels in 1921, and 883,810,000 bushels, the 1909-13 pre-war average.

Total production in the Northern Hemisphere, according to actual estimates from reporting countries, will be 2,200,650,000 bushels, compared with 2,143,979,000 bushels in 1921, and with 2,020,276,000 bushels, the pre-war average.



Tractors En-Route for Australia from Racine, Wis.

these large Australian dealers spells the word C-A-S-E.

Each tractor is compactly packed and boxed in a very secure package designed especially to withstand rough handling enroute, so that it will reach its destination in first class condition. The wheels, however, are not crated, but are sent without covering. It will be noted that each car has enough wheels packed in between the boxes to supply the number of tractors loaded on it.

Mexico, is estimated at 3,019,526,000 bushels. Production in 1921 was 3,059,596,000 bushels, and for the pre-war period 1909-1913 averaged 2,890,353,000 bushels annually. This year decreases are evident in nearly all European countries. The total European production is estimated at 1,100,991,000 bushels, compared with 1,239,256,000 bushels in 1921, and a pre-war 1909-1913 average of 1,275,157,000 bushels. British India and Japan will have 392,847,000 bushels, compared with 282,094,000 bushels last year, and

The Placing Of Specifications.

When the farmer commences to order new machines in quantity as he must inevitably do, will he be able to get them from his dealer who has cautiously been reducing his stock to the irreducible minimum?

Will the dealer in need of rush shipments be able to get them from the empty warehouse of the branch house or distributor?

Will the distribution warehouses be quickly replenished from vacant factories' stocks? asks an exchange.

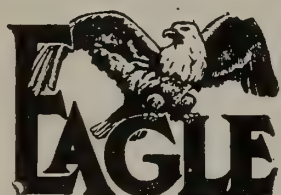
The season for contracting for another year's requirements is at hand. Factory operations are gauged largely by dealers' advance indications of requirements. In looking to the future, would it not be well to assume that in 1923 some fair proportion of the overdue orders will come to the dealer. Cannot super-caution be carried too far when placing requirements?

Worry never injured a fly, but a swat of the hand will kill the pest.

If you're looking for a lonely man, find one who hasn't enough to do.

Don't run away from the truth; meet it squarely and overcome it.

Steady Service, Power and Economy for Fall Plowing—

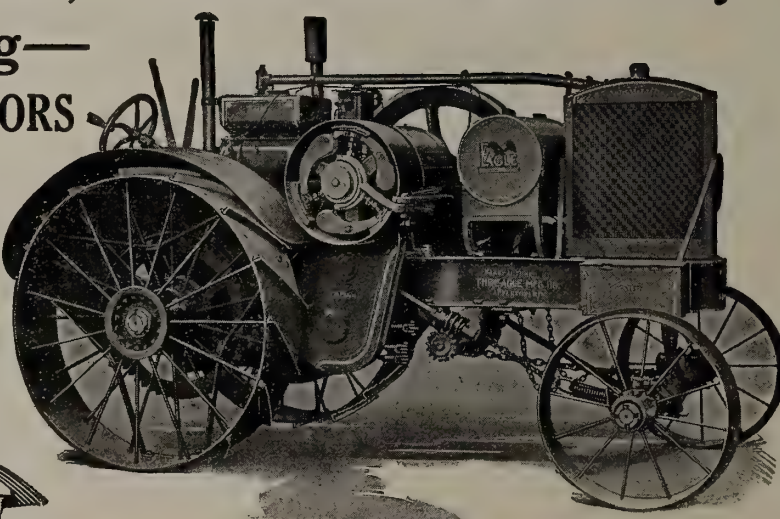


TRACTORS

12-22 H.P.

16-30 H.P.

Proven, dependable power for all fall work, on the belt or in the field. Their value as an investment assures sales. Simple in design; easy to operate. Horizontal, twin-cyl., valve-in-head motor. The 12-22 is 7x8"; 16-30, 8x8". Use gasoline or kerosene. Hyatt equipped throughout. Enclosed gears. Auto steering. Let us send you our attractive dealers' quotation on the Eagle.



Heider Tractors—at Lower Prices.

12-20 H.P.

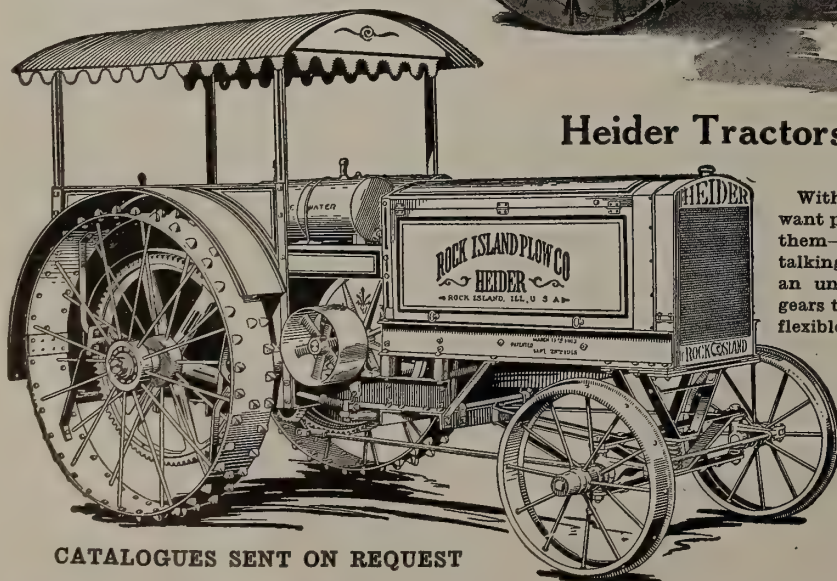
9-16 H.P.

With new low prices farmers everywhere will want particulars of the Heider. Prepare to tell them—show them—sell them. Many exclusive talking points. Real mechanical value backed by an unequalled reputation. Friction drive—no gears to strip—15 to 20% fewer parts. Smooth, flexible power. A performance record of 14 years.

ROCK ISLAND PLOWS

Get details and prices of Rock Island Tractor Plows. Made in 2, 3 and 4 bottoms. Equipped with the famous C.T.X. moldboard. Work perfectly behind any tractor.

We manufacture and distribute: Tractors, Tractor Plows and Discs, Portable and Traction Steam Engines, "Champion" Separators, Wind Stackers, Baggers, Etc.



CATALOGUES SENT ON REQUEST

Waterloo Manufacturing Co. Ltd. Portage la Prairie, Winnipeg, Regina, Saskatoon

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. Ltd.
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

General Motors to Discontinue Manufacture of Tractors and Implements

It is reported that the General Motors Corporation, will discontinue the manufacture of tractors and farm implements as heretofore carried on by its subsidiary, the Samson Tractor Co., of Janesville, Wis., and of Oshawa, Ont. Owners of Samson tractors and Janesville implements will be fully protected as regards repair service from branches of the General Motors organization.

The plant of the Samson Tractor Co., at Janesville, it is stated, will be taken over by the Chevrolet division of the General Motors Corp., and cars will be manufactured therein. The corporation commenced in the farm machinery trade in 1917, purchasing the business of the Samson Sieve-Grip Tractor Co., of Stockton, Cal. In 1918 the business of the Janesville Machine Co. was bought out, and the company continued the production of Janesville machinery.

Later the Samson Tractor Co. was organized as a subsidiary of the Motors organization, and the Samson tractor was designed as a standard wheel type machine. A new plant was built and the company developed the production of motor trucks. During the past year the company have been experimenting on a new 3-plow tractor, but it is stated that manufacturing plans have been abandoned and no more machines will be produced.

The Canadian organization of the Samson Tractor Co. of Canada was handled from Oshawa, with a western sales office at Regina. Repairs for all Janesville implements, as formerly turned out by the Janesville Machine Co., are stocked by the John Watson Manufacturing Co., of Winnipeg.

International Will Manufacture Dunham Culti-Packers

Commencing October first, the manufacture and sale of Dunham Culti-Packers will be handled exclusively by the International Harvester Co. They will be produced in Harvester plants and sold by the company's dealer organizations. In announcing this addition to their line, the Harvester Company says:

The Dunham Culti-Packer has, in a very short time, become universally recognized as an essential farm implement. It is the product of the Dunham Co., Berea, O., a firm which has spent 76 years in developing and perfecting tools of this type. The purpose of this arrangement is to give the Culti-Packer the vol-

ume of sale and the universal distribution which it merits.

This tool will continue to be marketed under the name 'Dunham Culti-Packer,' the Dunham company retaining an active interest in the further development of the product. The Harvester company will thus take advantage of the extensive publicity work which has already been done, and will continue to link

it with the reputation which the Dunham family has long enjoyed in the land roller and land packer field.

It is the firm conviction of the Harvester company that the Dunham Culti-Packer will eventually be found on every farm in the world where modern tillage methods are employed, and that it will take its place alongside the harvester, the tractor and the

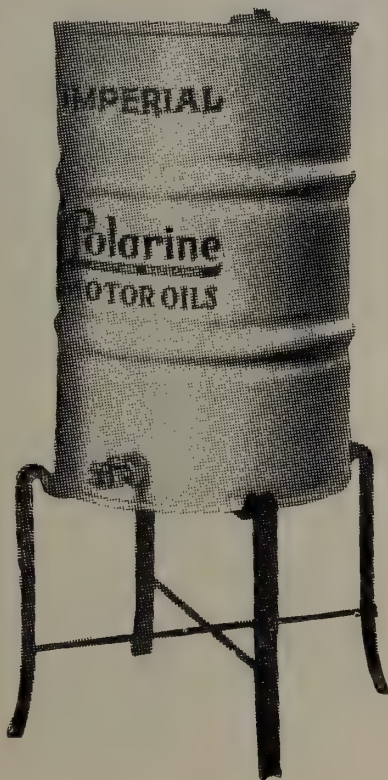
plow as contributions to agriculture.

New Catalogue

The Minneapolis Threshing Machine Co., Hopkins, Minn., have recently issued a very attractive catalog covering their complete line. This catalog of over 50 pages will be found very useful for dealers in giving complete particulars of the product.

FOR YOUR CUSTOMERS' HOME SUPPLY

15-GALLON IMPERIAL POLARINE STEEL DRUM



Implement dealers find the 15-gallon Imperial Polarine Steel Drum an ideal package which multiplies the amount of their oil sales to every customer.

Think of the time, effort and expense you can save yourself by selling your trade a *season's* supply of the right grade of Imperial Polarine Motor Oil in this clean, neat, leak-proof package.

Think, too, of the convenience and saving which you can offer your customers as an inducement to buy.

Practically every automobile, truck and tractor owner in your territory is a prospect for one or more of these drums in the course of a year. It's to your profit and theirs to educate them to buy for their requirements *by the season*.

A suggestion you can turn into profit—sell a 15-gallon steel drum, filled with the right grade of Imperial Polarine Oil as recommended on our chart, with every truck, tractor or automobile you sell. This means not only an extra profit for you but also the complete satisfaction of your customer with the unit.

It will pay you well to investigate the profitable possibilities of the new 15-gallon Imperial Polarine Steel Drum. Ask our salesman for the details or write to 56 Church Street, Toronto.

IMPERIAL OIL LIMITED

*Manufacturers and Marketers of Imperial
Polarine Motor Oils and Marketers in
Canada of Gargoyle Mobiloil*

The new 15-gallon Imperial Polarine Steel Drum shown above is sold with or without the rack. It stands on end and occupies a minimum of floor space. Drum and stand are well made and nicely painted and will last for years. Can be furnished with a special, leak-proof, automatic faucet if desired. Complete unit supplied to dealers at less than factory cost.

Development of Allwork Tractors

As early as 1904 the Electric Wheel Co., Quincy, Ill., designed and sold a huge tractor which pulled 10 plows in Mississippi bottom land. This machine was the predecessor of a long line of tractors, each coming nearer the tractor which the company manufactures to-day—the "Allwork." In the Canadian West this well-known line of kerosene tractors is distributed by George White & Sons Co., Brandon, Moose Jaw and Saskatoon.

One of the most noticeable features in the Allwork is its ease of operation and great accessibility. The reports of 50 Allwork owners show that this tractor plows an average of 11 acres in ten hours, with a kerosene consumption of $2\frac{1}{4}$ galls. per acre. In a ten hour day, using one 8-

ft. binder, the Allwork will cut 40 acres of grain, according to figures supplied by owners. The kerosene motor is especially designed for heavy tractor duty, with four-cyl. design, 5x6 inch stroke. With a great reserve power the Allwork is guaranteed to develop 14-28 H. P., and the speed range in a three speed transmission design gives 2, $2\frac{3}{4}$ and $4\frac{1}{4}$ miles per hour. The manufacturers point out that the Allwork is especially adapted to heavy belt work, as well as all classes of field work. The flow of power from the motor comes direct through Hyatt bearings to the belt pulley. Made in two sizes, the Model C develops 2,600 lbs. drawbar pull, handling three plows with ease. The Model G develops ample power for three 14 inch plows, and four plows for light plowing.

Steel Production Increasing

The resumption of coal mining has saved the steel industry from a severe check. The blast furnaces which were down have been started again, and production is now running at approximately 60% of capacity as against 55% a month ago. Unfilled tonnage of the United States Steel Corporation, as well as most of the independents, is higher than in the previous month.

Sheep and Screenings

In view of the article on page 12 of our September issue regarding the value of screenings for feeding sheep, it is interesting to note that 10,000 sheep will be fed on screenings this year at Fort William and Westport, by R. C. Harvey, of Lethbridge, the well-known sheep

rancher, who was in Winnipeg recently.

He fed 7,000 at this point last year and found what had been regarded as a drug in the market could be profitably turned into prime mutton. Of this lot 4,000 were sold for shipment to New York and the remainder found a ready sale on the Toronto market. The conservation of screenings is a feature that farmers should have a live interest in, and the fanning mill for this purpose alone is a big asset.

Automotive Engineers Will Meet

The Society of Automotive Engineers will hold a meeting in Detroit, Oct. 26-27, which will be known as a production meeting, and will concern itself with problems relating to production. Morning sessions will include papers on production subjects, and afternoons will be devoted to visiting factories.

The Tractor Binder

The 10-foot binders as used this year to operate with tractors show excellent results owing to greater speed and increased cut. It is proved that one man can handle a still greater acreage of grain in a given period of time than he could with the ordinary 7 or 8-foot binder drawn by four or five horses. It has been demonstrated by actual field tests that one of these large 10-foot outfits, drawn by a medium-sized gas tractor at the rate of $3\frac{1}{2}$ miles per hour, will cut on the average of 40 acres in a 10-hour day; while an ordinary 8-foot binder drawn by horses will cut an average of 18 acres a day. This represents an increased acreage of 177 per cent. in favor of the tractor binder over the horse-drawn machine.

The Type "F" Bosch Magneto

The American Bosch Magneto Co. have placed on the market their new type "F" magneto, primarily designed for one and two-cylinder engines of the farm engine or stationary type. They are of ball-bearing construction (except the oscillating type) and their operation may be rotative by gear, or the armature may be oscillated by cam or pin action. Either variable or fixed timing may be had; the direction of drive or oscillation may be either clockwise or anti-clockwise; and a Bosch Impulse Coupling may be fitted to the shaft of the rotary machines.

Practical, Economical, Dependable!

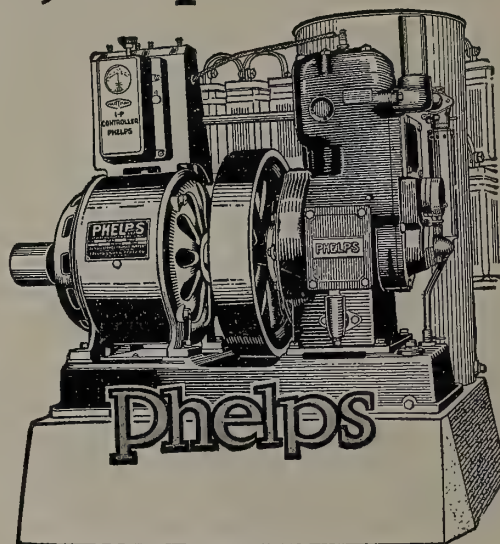
LISTER-PHELPS

Light and Power Plants

1000 and 1500 Watts Capacity

Add to your profits this Fall by handling Lister-Phelps Light and Power Plants. They dominate the field in quality, simplicity and efficiency—yet sell at a very reasonable price. Guaranteed capacity of 50 and 75 lights without battery. No switchboard; simple control box. A lever starts or stops engine, cutting out battery, and gives $3\frac{1}{2}$ h.p. to power pulley. Operate on gasoline, kerosene or distillate. Get our attractive sales offer. Send names and addresses of your prospects. We will co-operate with you.

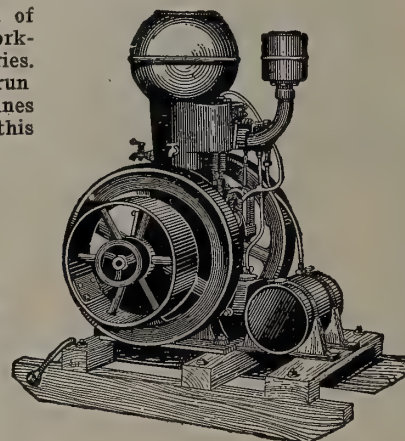
Get our Attractive Sales Offer Now



Lister Farm Engines Get Business

Five Sizes: 2, 3, 5, 7 and 9 H. P.

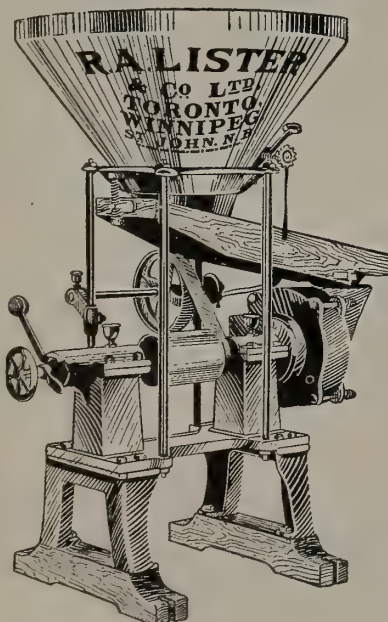
British built, and to the British standard of durability. The best materials and best workmanship. High tension ignition—no batteries. Automatic lubrication. Economical to run. Shipped complete with skids. Lister engines are what the farmer wants. Sell them this winter and make money.



LISTER Grain Grinder

Five Sizes: 6 to 12-inch Plate

We guarantee Lister Grain Grinders to grind more feed on the same power than any grinder of the same size on the market. Heavy steel shaft with extra long bearings gives durability and rigidity. Ball thrust bearing. Large feed trough. Strong reversible plates with worm force feed. All machines are fitted with bagger pulley. Sold with or without base. Get dealers' literature and prices.



sible plates with worm force feed. All machines are fitted with bagger pulley. Sold with or without base. Get dealers' literature and prices.

Get Details and Agency Proposition on the Lister Line

Our complete line includes:

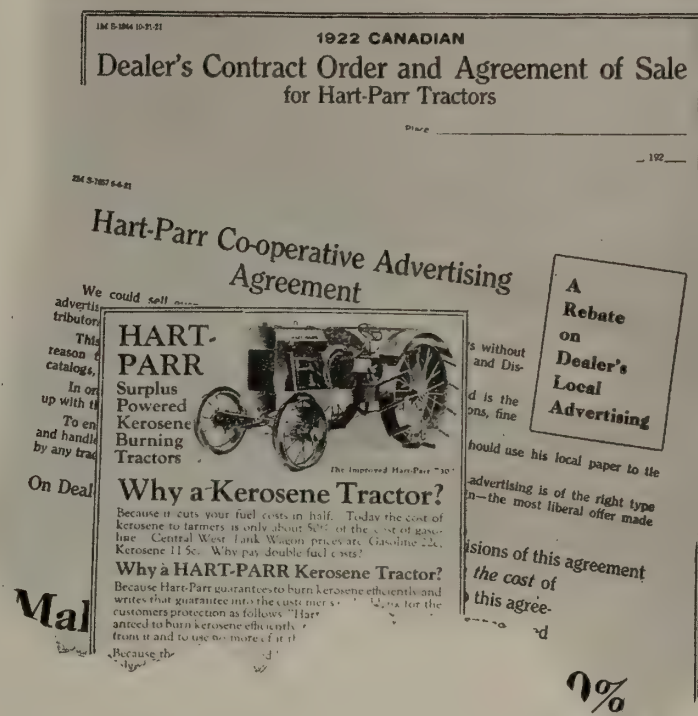
"Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister Premier" Cream Separators, Milking Machines, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, etc.

R. A. LISTER & CO. (Canada) LTD.
WINNIPEG, MAN. - - - TORONTO, ONT.

The 1923 Hart-Parr Franchise

Is Now
Ready

A
Sure Basis
for Dealer's
Profits

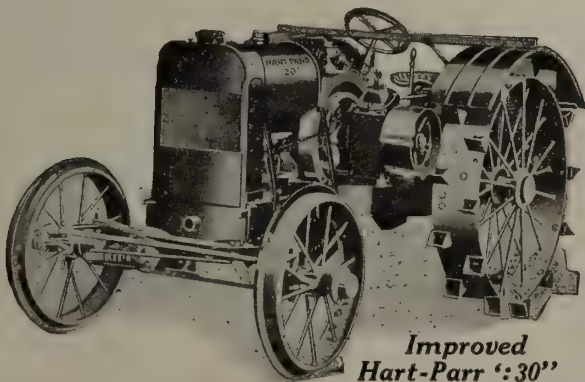


A Dealer's Contract for the "Go-Getter" who can organize and work thoroughly a large territory. A PROFIT MAKING CONTRACT based on territory large enough to assure volume sales, and on discounts liberal enough to assure fair profits.

Hart-Parr Dealers Control the Kerosene Tractor Trade

HART-PARR TRACTORS are the Original Kerosene Tractors. 17 years ago we built the world's first successful kerosene tractor. We have built only kerosene tractors ever since. We are known everywhere as Kerosene Tractor Specialists. Our dealers are Kerosene Tractor Specialists in their communities. Our guarantee is their strength. WE CHALLENGE ANYONE to prove a case where the owner of a Hart-Parr Tractor was obliged to burn gasoline in place of kerosene in his tractor to develop its rated power. We guarantee to every customer that our tractors will burn kerosene efficiently.

What's the Result? Our Owners are Satisfied Owners. They boost for their neighbors to buy Hart-Parrs. As a result our Dealers control the Kerosene Tractor Trade and secure volume sales.



Improved
Hart-Parr "30"

Organize Now for your 1923 Season. Join the tried and proven organization of Hart-Parr, "Founders of the Tractor Industry"—not an experiment—but a success backed by 22 years experience. Write today for details of our 1923 Dealer's Franchise including our exceptional Sales, Advertising, and Service Co-operation.

HART-PARR COMPANY

The Founders of the Tractor Industry

620 Lawler Street - - Charles City, Iowa

Distributed in Canada by:

Hart-Parr Company, Regina, Sask.
Barney Baker Co. Ltd., Regina, Sask.
United Engines & Threshers, Calgary, Alta.
F. M. McDonald, Winnipeg, Man.
The John Goodison Thresher Co., Sarnia, Ont.



Many of the old Hart-Parrs that plowed the virgin prairies of the Northwest are still in use today. The great grand-daddy of all Tractors was old Hart-Parr No. 1, built in 1901.



Storage Systems For the Farm Lighting Plant

Most farm-lighting outfits are provided with storage cells mounted in glass jars. A shelf or number of shelves must be constructed to carry these cells. It is also necessary to paint these shelves with an acid-resisting paint. The room in which the cells are placed should also be very well ventilated to carry off the gases generated by the storage cells while they are being charged. These gases will corrode exposed parts unless they are well protected and it is also best for the health of the person taking care of the plant, that means be provided for removing them.

The voltage of a farm-lighting outfit is a very important consideration as this will depend largely upon the nature of the installation and the distance that current is to be transmitted. The usual outfit which has a voltage of 32 is suitable in all cases where the lighting is confined to a fairly small area.

In the average 8 to 10-roomed house the 32-volt system will make a suitable installation if the current is not to be transmitted over a distance of 300 feet. Of course, if larger wire was used, the current could be

sent a greater distance, but on the other hand this would entail a greater expense which would probably meet the cost of a 110-volt system. It can be said in general, that for distances over 300 feet a 110-volt system will prove to be more economical and satisfactory.

On farms where a gas engine is already in use for driving cream separators, wash machines, etc., a lighting dynamo can be very easily belted to the engine directly or to a point on the line shaft. Some farmers prefer to have the whole outfit together. If the gas engine is powerful enough, the battery-charging generator can be driven while the washing machine or water pump is being operated.

For country use the Edison type of storage battery possesses many advantages over the ordinary lead plate battery. Although the lead type of battery will give splendid service if taken care of properly, it is very sensitive to abuse of any kind and when once injured it requires expert attention to put it back into a serviceable condition. The Edison alkaline battery never requires expert attention, does not need to be cleaned, does not make use of a corrosive acid and is not injured if discharged com-

pletely. The alkaline battery is also capable of receiving and making use of a charge "at any old time" which is not true of the lead battery which is generally charged only when its voltage falls below a certain point. Another point in favor of the alkaline battery is the fact that an accidental change in the polarity of the charging current will in no way injure the plates. Such an accident would be ruinous to a lead plate battery. The alkaline battery gives off non-corrosive fumes which is a very important consideration as the ventilating problem does not give so much trouble. A lead plate battery is very sensitive to a low temperature and they should never be exposed to a temperature below the freezing point. The alkaline solution used in an Edison type battery cannot be frozen at any winter temperature less than 50 degrees below zero.

New Type Engine

To meet the needs of those who want a thoroughly dependable farm engine at a small investment, The Canadian Fairbanks-Morse Co., Limited, has designed a new Type "Z" Engine, embodying all of the features of the well-known Type "Z", but equipped with battery ignition instead of the high tension magneto, as is used on the other Type "Z" Engines.

This form of ignition has made it possible to bring the price of this engine down to \$69.00, f.o.b., Winnipeg, for a 1½ H.P. unit. At this retail price, engine dealers are offered an article which should sell quickly and at the same time return them a good margin of profit.

There are over 300,000 farmers using the Type "Z" Engine and finding it a satisfactory power unit for their farms, and the new Type "Z"—battery equipped—is bound to increase this number by a large proportion.

The Canadian Fairbanks-Morse Co. considers this engine the greatest achievement in its line in seventy years, and as such, it should give the dealer an engine which is equally saleable.

The new Type "Z" has simple high tension battery ignition, suction fuel feed, hit and miss governor, positive lubrication, quiet running spiral cut gears, generous bearing surfaces, renewable die-cast bearings and parts liable to wear made of hardened and ground steel. The crankshaft, connecting rod and camshaft are drop forgings.

This new engine is wonderfully simple, clean cut in appear-

ance and has no complicated parts. It starts easily, runs smoothly and its carburetor needs no adjusting. Like all other Type "Z" Engines, it delivers more than rated H.P. It uses gasoline as a fuel and the control lever gives six speed changes. It is a Fairbanks-Morse product in every respect.

This engine is being introduced to Canadian farmers through the Western field, and full information can be supplied to dealers by the Winnipeg, Saskatoon, Regina or Calgary branches of The Canadian Fairbanks-Morse Co.

Cash Discount Extended

The International Harvester Co. has authorized its branches to extend the 10 per cent. cash discount to the regular discount date on the following machines: Ensilage cutters, grain drills, tractor and horse plows, cultipackers, cream separators, disk, peg and spring tooth harrows, spreaders, feed grinders and wagons.

A New Type of Sickle Bar

A new sickle bar, the A-M-F, has been developed, in which the blades are made with two extensions at the back which fit tightly into sockets in the bar itself. When inserted they are fixed in place by driving in a locking wedge. The wedge is itself locked when driven home by a simple ball lock. Some of the advantages claimed by this sickle bar are:

A dull or damaged blade can be changed in the field without removing the bar from the machine. Time is saved when time is worth most, and saves delays from trips to blacksmith or machine shop.

There is a big saving in not having to keep several bars for every machine, and to put out money for blacksmith or machine shop repair.

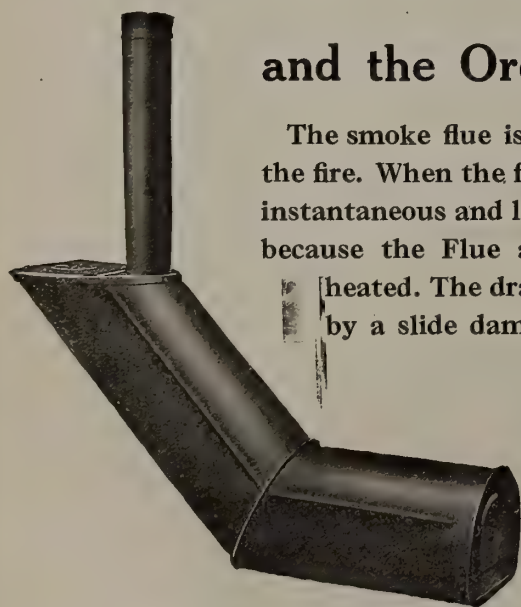
Perfectly sharp cutting knives can always be had by carrying extra sets of blades in the tool box of the machine, and changing whenever the machine begins to drag. Dull blades can be resharpened at the end of the day in a very short time.

Each blade can be sharpened individually, and ground to a fine edge from point to heel. This has always been difficult with a riveted-up knife and impossible with the four or five sections where the head is fastened to the bar.

Enthusiasm will blaze the way for any deal you want to put through.

RETURN FLUE

Spells the Difference Between This PERFECTED TANK HEATER



and the Ordinary Make

The smoke flue is located directly over the fire. When the fire is kindled a strong instantaneous and lasting draft is created because the Flue above is immediately heated. The draft is easily controlled by a slide damper in the fuel door.

**Burns Wood,
Coal or
Cobs.**

A Good Profit Producer for Dealers

Write Today for Full Particulars

Western Steel Products Limited

WINNIPEG
Man.

REGINA
Sask.

CALGARY
Alta.

EDMONTON
Alta.

MUTUAL FIRE INSURANCE

Stock fire insurance companies are today claiming there is no money in the business of fire insurance. Extensive tables are prepared which to the layman may appear conclusive evidence that every dollar of his premium is eaten up in either expenses or losses and that there is nothing left for the stockholders. They cite these instances in support of their claim that MUTUALS cannot hope to return any dividends to policyholders. But the key in the whole tabulation lays in the fact that the ratios are computed on premiums EARNED and not on premiums WRITTEN. If a \$1,000 premium is written on January 1st it is clear to be seen that on July 1st \$500 has been earned, but is it proper to state that if the company's expenses and losses in the acquisition of this \$1,000 premium amount to \$500 that there is nothing left? Yet that is exactly what certain insurance journals published by stock fire interests would have you believe. In a recent issue of the publication "Insurance" a tabulation appeared setting forth the expenses and losses of the Canadian Hardware and Implement Underwriters and the Northwestern Mutual Fire Association on the basis of premiums earned. Naturally when the acquisition cost and losses incurred are put on a percentage basis to only one half the actual premiums written the percentage so obtained will be double the actual experience. To obtain the true experience the losses and expenses should be figured proportionate to pre-

miums written and not premiums earned.

Another point often brought out is that of congested liability. Again the whole truth is not advanced. No mutual company in operation today on the Cash Plan (such as the Canadian Hardware and Implement Underwriters and the Northwestern Mutual Fire Association) keep net over certain amounts. The amount kept net depends on the fire protection, the construction of the risk, the exposures and the like. All over this net amount is reinsured with other strong mutual companies. By this operation the mutuals liability on any one risk is kept to a minimum and the liability is hence scattered. A conflagration under present systems of reinsurance could not seriously injure any one or the companies named above.

The funds held by the above mutuals, whether in the United States or in Canada, are available for the payment of losses wherever they occur. This has been decided by the Supreme Court of the State of Minnesota in the case of Strampe vs. Minnesota Farmers Mutual Insurance Company, 109 Minn. Rep. page 364, decided December 1909.

The question is often raised by stock interests of the possible assessment liability of members of mutual companies. There can be no assessment beyond the policy conditions, for this point has been decided by the Supreme Court of the State of Oregon, Beaver State Insurance Association vs. Smith, 97 Oregon, 579 (1929). In connection with the question of assessment liability, it must be kept in mind that the above

companies are CASH PLAN MUTUALS. In the latter case the receiver attempted to collect an assessment from defendant on a fire policy on which the premium had been paid in cash in advance. The Supreme Court of Oregon holds that (p. 585) "the liability to pay an assessment is a matter of contract. Only members who have assumed a contract obligation to pay assessments are liable therefore. A member in order to become liable for assessments must contract to pay the same or assent to some plan or provision for levying assessments required by the by-laws or constitution of the mutual association, or by the statute authorizing the organizing of the company. 3 Joyce on Ins. 2nd Ed., par. 1251, 1253. Members insured exclusively on the cash premium

plan and who have paid their premium in cash as defendant has done are not liable to an assessment for the purpose of paying losses and expenses.

Stock company representatives also claim there are no old mutual companies. It may be of interest to the reader to know that the oldest fire insurance company in America is a mutual—The Philadelphia Contributionship, organized in 1752. It is still operating and has accumulated a net cash surplus of over \$6,000,000. And yet there is no money in the insurance business!

Naturally the above two organizations, being of exceptionally good strength, are the target of all the stock fire insurance companies. It occurs to the management of the MUTUALS that they can equal the record of the Canadian



Mr. DEALER

The Farmers are asking for
CATER'S PUMPS

His goods are the standard, and prices are right.

BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

Across Canada

The National Way

Rail
Hotels
Express
Telegraph
Steamships

THROUGH daily transcontinental service is afforded between Montreal and Vancouver by the "Continental Limited"; between Toronto and Winnipeg, the "National" operates daily in either direction. The "Continental Limited" and the "National" are trains de luxe, comprising Compartment-Observation-Library Cars, Standard and Tourist Sleeping and Dining Cars, Colonist Cars and Coaches. The equipment is of the very latest design and includes the many improvements which mean so much to the transcontinental traveller.

At Minaki, Port Arthur, Winnipeg, Brandon and Edmonton are System Hotels catering to the traveller's every need, and affording every comfort to him who would, for business or pleasure, stop off en route.

Cross the Rockies at the lowest altitude the easiest gradients and in view of Canada's Highest Peaks.



Canadian National Railways

Fire Insurance Company of Winnipeg, which in the five year period 1916-1920 received premiums of \$1,709,362, paid claims of \$584,915, paid expenses of \$675,888 and paid DIVIDENDS TO STOCKHOLDERS of \$855,000. These figures are taken from the Canadian Fire Insurance Year Book of 1921, published by Stone and Cox of Toronto, page 241.

Policy holders, or prospective policy holders, of the two above organizations should bear in mind that the above companies now under fire have received the same criticism for the past twenty years. But a final analysis shows all of them with more than sufficient surplus, reinsurance reserves accumulated on the same basis as stock companies, and all of them doing what their competitors say they cannot do, and that is paying dividends and substantial ones at that.—Comm.

Value of Canada's Farm Lands

The average value of the occupied farm lands of Canada which includes improved and unimproved land, together with houses, barns, stables, etc., is given as \$40 an acre as compared with \$48 in 1920. By provinces the value for 1921 is highest in British Columbia, viz. \$112. In Manitoba the average value is \$35; in Saskatchewan, \$29 and in Alberta, \$28.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelop. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

M. Bros., Sask.—You can procure a hub for a 3¼x10 skein Mandt wagon from the John Watson Manfg. Co., Winnipeg. They carry a full stock of repairs for Moline wagons.

W. Machine Co., Sask.—Repairs for the Janesville disc harrow can be had from the John Watson Manfg. Co., 311 Chambers St., Winnipeg.

C. B., Alta.—You cannot get repairs for the "Mitchell" wagon in Canada. Write the repair department of Deere & Co., Moline, Ill., for the necessary parts.

F. W. B., Sask.—Clamps 3259 and 3260, and boxing 3239, are for a plow manufactured by the J. I. Case Plow Works, Racine, Wis. Write the Minneapolis branch of the company for parts.

C. A. C., Man.—You can obtain repairs for the "Favorite" churn as made by D. Maxwell & Sons, St. Mary's, Ont., from the J. H. Ashdown Hardware Co., Winnipeg.

H. B. H. & Son, Sask.—Parts for the cream separator you mention can be had from the American Cream Separator Co., Bainbridge, N. Y.

F. H. S., Sask.—A type of straw spreader which is drawn independently and not behind a rack, is manufactured by the John Deere Plow Co., as an adaptation of their manure spreader.

J. H. L., Sask.—A No. 6 worm for an Acorn oil pump can be had from the Madison Kipp Company, Madison, Wis. The Acorn Brass Manfg. Co., Chicago, the original makers, discontinued making oil pumps about six years ago, but repairs for their pumps can be had from the Madison-Kipp Co.

N. Bros., Sask.—For repairs for an Acorn oil pump, see answer above to "J. H. L."

M. F. N., Alta.—Casting R435 is for a rake manufactured by the Walter A. Wood Mowing and Reaping Machine Co., Hoosick Falls, N. Y. No repairs for their line are available in Canada. Write the factory direct.

S. G. J., Sask.—We regret that we cannot identify the marks of disc harrow with disc bearings marked T1306. We will appreciate hearing from any subscriber who can place this disc harrow.

F. N. Man.—Production of the tractor lines of Janesville implements was continued by the Samson Tractor Co., Janesville. They have now discontinued the line entirely. You can, however, get parts for Janesville implements from the John Watson Manfg. Co., Winnipeg.

C. P. Co., Man.—Parts for the Pioneer gas tractor can be had from the Pioneer Gas Tractor Manfg. Co., Winona, Minn. There is no Canadian distributor.

B. J. M., Man.—The McDonald Pitless Scale was formerly made by the Moline Plow Co., Moline, Ill. You can obtain parts from the factory direct or from the John Watson Manfg. Co., Winnipeg.

H. A., Man.—Re your inquiry for 14-inch breaker share marked L. B. B. We are advised by R. F. Sang, Calgary, that this is a share for a light brush breaker manufactured by the Cockshutt Plow Co. It can be had from the Winnipeg branch of the company.

J. A. F., Sask.—A car loader of the blower type for filling granaries from wagons is made by the Link Manfg. Co., Portage la Prairie. For this purpose the customer could also use to advantage a fanning mill with an elevator loader.

C. P. Co., Man.—Requires repair source for disc plow part D34X. Can any reader identify this make of disc plow, which is not a Kingman or Hapgood.

McA. & A. Co., Man.—The disc recleaner for threshers is still in a state of development. See the article in this issue. Details of a disc type made can be had from the J. I. Case T. M. Co., Winnipeg. The Strong Scott Manfg. Co., Winnipeg, make a disc type recleaner that can be adapted for thresher use.

N. H. J., Sask.—Repair parts for a Kingston carburetor can be had from the Regina or Saskatoon offices of the J. I. Case Threshing Machine Co.

M. S., Alta.—Parts for the "Winona" wagon can be had only from the Winona Manfg. Co., Winona, Minn.

M. H., Man.—The following Canadian concerns are listed as manufacturing hay presses:—J. & S. Bessette, Ltd., Iberville, Que.; Robt. Bell Engine & Thresher Co., Seaforth, Ont.; O. Chalfoux & Son., St. Hyacinthe, Que.; Dain Manfg. Co., Welland, Ont.; J. B. Dore & Son, Montreal; Matthew Moody & Son, Terrebonne; Woodstock Wind Motor Co., Woodstock, Ont.

A. B. R., Sask.—This subscriber wants parts for a 1½ H.P. engine with marking A2S on base. We cannot locate the maker of this engine. Can any reader identify same?

M. & W., Sask.—Repairs for the "Capital" cream separator can be had from the National Cream Separator Co., Regina. The Noxon Machine Co. were formerly in business at Ingersoll, Ont., but have been out of the business for some years. Parts for their implements can be had only from R. Martin & Co., 7 Hanover St. New York City.

C. I. M., Man.—A line of stubble burners are manufactured by Colthorp & Scott, 15 Dominion Bank Bldg., Medicine Hat, Alta.

McV. T. Co., Alta.—Repairs for the Judson line can only be had from the Manitoba Jobbing Co., 921 Main St., Winnipeg.

J. F. P. B., Sask.—You can get repairs for the "New Racine" Thresher from the nearest branch of the International Harvester Co., who formerly sold this line.

C. H. B., Man.—The Happy Farmer Tractor Co., Winnipeg have some repair parts for the Nilson tractor.

O. W., Sask.—Repairs for the "Empire" Heater can be had from the Empire Stove & Furnace Co., 521 Henry Ave., Winnipeg.

R. A. H. A.—New ignitor for a 7½ h.p. Galloway engine can be had from the W. Galloway Co. of Canada, 1650 Portage Ave., Winnipeg.

J. & Co., Sask.—This firm wants to locate the repair source for a disc harrow with boxings H23R. The harrow has the name "Carnegie" stamped on the main frame.

R. B., Man.—Repairs for the Stoughton wagon can be had only from the Stoughton Wagon Co., Stoughton, Wis.

W. D., Alta.—X620 is a foot plate on lever, X822 a truss rod casting, 57 a cog wheel on axle, all for a hay rake made by the Ohio Rake Co., Dayton, Ohio. Get parts from factory only.

The W. D. K. Stooker

Mr. Wadge, of the W. D. K. Stooker Company, during the summer has been South giving the stooker a strenuous trial, in Oklahoma on the farm of Lewis Staten. The work of the stooker on this man's farm was witnessed by a large crowd, and they were enthusiastic in their praise of the work of the machine.

Recently the stooker was in actual operation on the farm of M. R. Dalton, about twelve miles from Winnipeg.

Mr. Forsythe, the mechanic in operation of the machine at all the tests this summer, not personally interested in the company, reports to us that he believes that Mr. Wadge has a machine 100 per cent. perfect in its operation.

Moving pictures were taken, at different places, of the machine in actual operation, and they will, no doubt, be exhibited at points in the West in the very near future.

Amendment to Saskatchewan Implement Act

In the original Farm Implement Act in Saskatchewan it was provided that the act should apply to the sale of all implements in the province. Section 3 has been repealed and the following substituted:

"This Act shall not apply and shall be deemed never to have applied to sales of implements by persons other than manufacturers and dealers but nothing in this subsection shall affect the rights of parties to any action or proceeding pending at the date when this Act came into force."

To The Old Country For Christmas SPECIAL TRAIN

FROM

WINNIPEG to ST. JOHN, N.B.

Leaves 9.20 a. m.

Saturday, December 9th, 1922.

Operating Direct to the Ship's Side for Sailing.

S.S. Montcalm, December 12.

Special Tourist Sleepers

Will Leave Winnipeg for St. John, N.B.

9.00 a.m. Nov. 28	For S.S. Montrose	Sailing Dec. 1
9.00 a.m. Dec. 4	" S.S. Victorian	" Dec. 7
9.00 a.m. Dec. 6	" S.S. Melita	" Dec. 9
9.00 a.m. Dec. 9	" S.S. Montcalm	" Dec. 12
9.00 a.m. Dec. 12	" S.S. Metagama	" Dec. 15

Plan your Christmas Vacation now. Full information on application to any Agent of the

Canadian Pacific

Lessons from Lean Days



During the lean period from which we have just emerged, western merchants, wholesalers and manufacturers found that the goods they depended on to pay rent, wages and current expenses were the nationally advertised well known lines. It was proven that when people buy most carefully, they select goods they have become familiar with through effective advertisements.

It was advertising that kept the doors open, that enabled retailers in spite of adverse conditions to carry on, and the merchants who suffered the least were those who pushed the sale of popular products of recognized value and quality. By featuring these lines in their own advertising they cashed in on the demand created by general advertising and transformed the consumers' good impressions into actual purchases.

The Return to Prosperity

Now we are a long way on the return to prosperity. The basis of business is again sound. In most districts of the west farmers are purchasing their normal requirements and constructive retail selling is reaping a fair reward. A new era of opportunity is opening up.

More than ever is it true that advertised goods are the backbone of profitable business. If the lessons of the lean days are applied to present retailing, turn-over and profits can be greatly increased.

The leading manufacturers and distributors in developing western trade prefer and use The Nor-West Farmer which reaches more farm homes than any other paper. The money they spend is of direct benefit to every western retailer handling their lines and it pays these merchants to keep tab on the best sellers by watching the advertising in this paper.

**The Nor-West
Farmer**
The Pioneer
Farm Journal of
Western Canada
WINNIPEG

Free Dealer Service

A monthly letter reviewing current advertising and discussing retail problems is mailed free to the retailers of Manitoba, Saskatchewan and Alberta. If you are not now on our list your request secures this free service.



1 1/2 h.p. BATTERY EQUIPT

Here's the NEW Fairbanks-Morse "Z" ENGINE

This is the most remarkable farm engine value that you have been privileged to offer your customers in years.

Over 350,000 farmers are finding satisfaction in the use of "Z" Engines, and now comes this Battery Equipt Model at a new low price and of the same high standard of "Z" efficiency.

Order one of the engines today. Place it on your floor and sales and profits will result.

A genuine "Z" at a price like this is sure to create a big stir among your customers. Write our nearest branch for price and terms.

that sells for

\$ 69

F. O. B.

Winnipeg

**The Canadian Fairbanks-Morse
Company, Limited**

Winnipeg	Regina	Saskatoon	Calgary
St. John	Quebec	Montreal	Ottawa
Toronto	Hamilton	Windsor	St. Catharines
Fort William	Vancouver	Victoria	



CANADIAN FARM IMPLEMENTS

VOL. XVIII., No. 11

WINNIPEG, CANADA, NOVEMBER, 1922

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00 Per Copy, 10 Cents)



Money Habits

The money habits that rule you now are the foundation of your success or failure later on.

Constant saving of small amounts will give you the most profitable habit you can have—the saving habit.

"Double your savings;
It CAN be done."

926

UNION BANK OF CANADA

Head Office . . . WINNIPEG

If You had a Fire To-night?

Should complete or partial fire loss strike your store or home, how would it affect you? Could you re-stock, repair, or re-build? Winter time is fire time. The Red Plague is a constant hazard to every business man and householder. It is ever present, endangering property and lives.

Check up your fire insurance. Guard against possible loss. See that you are adequately protected. Combine economy with safety. We give Hardware and Implement dealers fire protection at ONE-HALF the Board Companies rates. Our Hardware companies have paid 50% Dividends on their Policies for over 14 years. We will be glad to quote you on your fire protection.

ASSETS OVER \$4,000,000.00.

NET CASH SURPLUS OVER \$2,000,000.00.

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager;

802 Confederation Life Building, Winnipeg.

Watson's "Excelsior" Power Blower Feed Cutters are Fast Workers

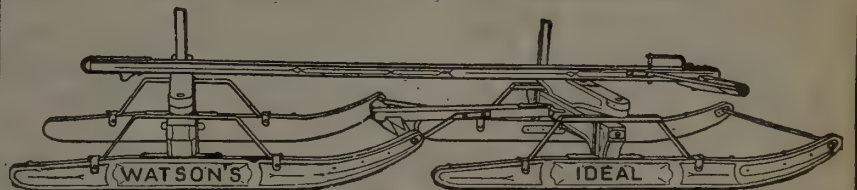


A powerful, fast worker. Handles 6 tons per hour. Regularly equipped with plain table; travelling feed table, if desired. Has 13-inch throat. Length of cut, $\frac{3}{4}$ to 1 inch, or with extra gears, $1\frac{1}{2}$ to $3\frac{1}{2}$ inches. Heavy balanced, double-knife wheel. Large feed box and well fitted feed rollers. One lever starts, stops, and reverses. Knives and gearing fully enclosed. Special English steel knives. Get full particulars and prices.

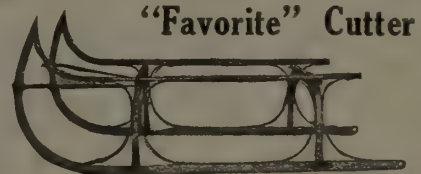
John Watson Mfg. Co.

311 CHAMBERS STREET, WINNIPEG, Man.

WATSON'S SLEIGHS

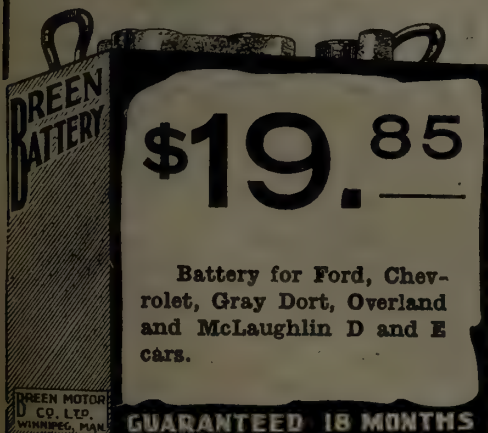


We are now back in production of the genuine Watson "Ideal" Sleigh—Canada's biggest farm sleigh value. Made in 2, 2 $\frac{1}{2}$ and 3-inch steel or cast shod runners. Patent trussed bench. Special quality, seasoned, straight-grained woods. Heavy steel bracing throughout. Runners—white oak. Benches—grey elm or oak. Poles and reaches—heavy white oak. Runners have point of contact directly below bench. Shoes curved at rear; allow easy backing. Size for size, carry heavier loads than any other sleigh made.



"Favorite" Cutter Gears
Fit any
buggy
body.
Get our
prices

BREEN BATTERY SPECIALS



\$19.85

Battery for Ford, Chevrolet, Gray Dort, Overland and McLaughlin D and E cars.

GUARANTEED 18 MONTHS

TYPE \$25.85
136

Battery for Chevrolet F. B., McLaughlin, Oldsmobile, Nash, Studebaker cars.

TYPE \$31.85
712

Battery for Dodge and Maxwell cars.

Thousands of Satisfied Users

BREEN MOTOR CO., LIMITED — WINNIPEG

The Certainty of Payment

Is one of the unquestioned advantages of a modern Life Insurance Policy over any other form of protective investment. Life Insurance had its origin in the scientific study of the facts of human mortality. It does not gamble upon the probabilities of life of the individual, but works with certainty upon the laws of established averages.

Uninsured, you daily run a risk of leaving your dependents unprovided for. Insured, that possibility is changed into the certainty of receipt of a definite sum to cover their needs.

Write stating age at nearest birthday and we will send you rates and particulars of inexpensive policies suited to your requirements.

The GREAT-WEST LIFE ASSURANCE Co.

Dept. "P.16"

Head Office . . . WINNIPEG

Adams Sleighs

Brantford Cutters

BUILT in Canada for Canadian Conditions, these Sleighs have a splendid reputation throughout the country. You're sure to have pleased customers when you supply them with Adams Sleighs and Brantford Cutters.



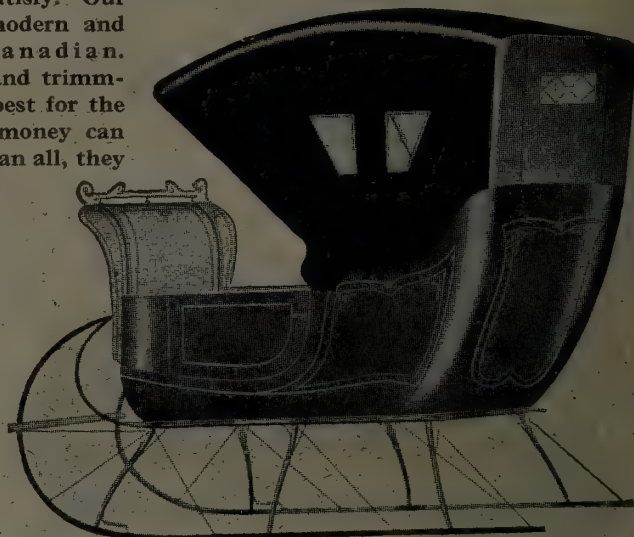
Strong and Serviceable

Adams Heavy Oak Runners stand up under heaviest loads and hardest work. Steel or Cast Shoes are proof against holes, ruts and jolts. Benches and Bolsters are ready for years of real service. Couplings, Reaches and Chains are good for any load. There's Adams Quality in every feature—Quality that is appreciated by your customers.

There is good Sleigh and Cutter business in sight. Write our nearest Branch Office for full particulars about these or any other lines of farm equipment.

Comfort and Style

We have been building Brantford Cutters for over 30 years and know intimately just what the trade demands. We also know how to build cutters that satisfy. Our designs are modern and thoroughly Canadian. Their finish and trimmings are the best for the purpose that money can buy. Better than all, they have the sturdy, rugged Quality of materials that have made Brantford Cutters famous.



Cockshutt Plow Company, Ltd.

WINNIPEG

REGINA

SASKATOON

CALGARY

EDMONTON

EXCURSIONS

EASTERN CANADA
PACIFIC COAST

EXCURSIONS

HOME-VISITORS' FARES TO CENTRAL STATES

PACIFIC COAST

REDUCED FARES

—FROM STATIONS—

WINNIPEG AND EMERSON WEST IN MANITOBA
SASKATCHEWAN AND ALBERTA

—TO—

NEW WESTMINSTER, VANCOUVER
AND VICTORIA

FIRST-CLASS ROUND TRIP TICKETS ON SALE

DEC. 5, 7, 12, 14, 19, 21, 26, 28, 1922
JAN. 2, 4, 9, 11, 16, 18, 23, 25, 1923
FEB. 6, 8, 1923

TICKETS GOOD TO RETURN UP TO APRIL 15

CHOICE OF ROUTES | STOP-OVERS

EASTERN CANADA

FROM STATIONS
WINNIPEG WEST IN MANITOBA
SASKATCHEWAN AND ALBERTA

FIRST-CLASS TICKETS WILL BE SOLD

SINGLE FARE AND ONE-THIRD

FOR ROUND TRIP

—FROM—

DEC. 1, 1922 TO JAN. 5, 1923 (Both days inclusive)

—TO POINTS—

EAST & SOUTH OF & INCLUDING SUDBURY & COCHRANE

GOOD TO RETURN WITHIN 3 MONTHS FROM DATE OF SALE

CHOICE OF ROUTES | STOP-OVERS ALLOWED

TICKETS VALID IN TOURIST & STANDARD SLEEPING CARS
UPON PAYMENT USUAL ADDITIONAL CHARGES

EXTENSION PRIVILEGES ON TICKETS

CENTRAL STATES

FROM STATIONS

ALBERTA AND SASKATCHEWAN

—AND BETWEEN—

HUDSON BAY JUNCTION AND THE PAS

FIRST-CLASS ROUND TRIP TICKETS ON SALE

DAILY DEC. 1 to JAN. 5, 1923

—AT—

SINGLE FARE AND ONE-THIRD

TO POINTS IN

CENTRAL STATES

MINNEAPOLIS, ST. PAUL, DULUTH,
MILWAUKEE, CHICAGO, CEDAR RAPIDS,
DES MOINES, COUNCIL BLUFFS, FT. DODGE,
ST. LOUIS, SIOUX CITY, KANSAS CITY,
OMAHA, WATERTOWN, MARSHALLTOWN

TICKETS GOOD FOR THREE MONTHS

Our travel experts are at your disposal. They will assist you in arranging all details, quote lowest fares, make reservations, and give you all information on any of the foregoing points.

FOR SERVICE

Canadian National Railways

FOR COMFORT



CRESCENT PLOW SHARES



Over
1500
Patterns

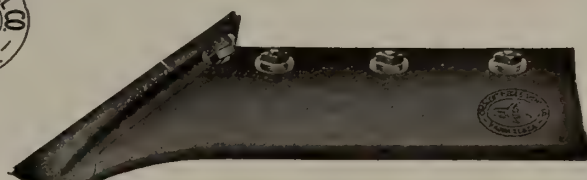


Regular Style. Bolted and Fitted Plow Share.
Perfect in Fit. Best in Quality.

Over
1500
Patterns



Crescent Engine Gang Shares. Fitted and Bolted.
Unequalled for Power Outfits.



Reverse Side of Regular Style Share. Note the Wide
REINFORCED POINT and WELD.

Note the Trade-Mark

WHY Crescent Plow Shares

ARE THE BEST TO STOCK
THE BEST TO SELL
THE BEST TO USE

Because:—

The dealer can stock a Crescent for every make of plow in his district.

He can draw on the Crescent stocks at Winnipeg and Calgary of over 800 different patterns at all times.

He can draw on factory stock of over 1500 patterns.

The Crescent Plow Share is sold on a positive guarantee to fit perfectly, the plow for which it is made.

*See the Next Issue for Further Reasons
Regarding Crescent Plow Share Sales Value*



D. ACKLAND & SON, LTD.
WINNIPEG - CALGARY



The Dealer's Responsibility

A Man-Size Job

A DEALER sells a tractor, thresher, plow or other farm machine and promptly forgets it in the rush of the next day's work.

Yet in making that sale he has done an infinitely bigger thing than the mere selling of a machine. He has made the world's supply of food and clothing a little more adequate. He has done his share toward solving the most important problem that civilization ever faced. That is a real, man-size job.

Every day the world needs a fresh supply of food and clothing, which come only from the farm.

To produce them at a profit, the farmer must use machinery. The more efficient his machinery, the better his farming and the greater his buying power.

The circle brings him right back to the dealer who fulfils his responsibility to his community by selling *the most efficient machinery*. That dealer will have a steady job until food and clothing go out of fashion.

Case Power Farming Machinery enjoys the reputation among farmers of being second to none in efficiency and dependability. In practically every test in which they have been entered Case machines have won first place. Ask any farmer who has ever used a Case thresher or tractor. Farmers know that Case machinery can be depended upon to do their work, and do it well.

For these reasons a contract to sell Case machinery is an asset to any dealer who wants to succeed in a big way. Write today for information about the new Case Dealer's Agreement.

J. I. CASE THRESHING MACHINE COMPANY

(Established 1842)

Dept. Z214

Racine

Wisconsin

Factory Branches:

Alberta—Calgary, Edmonton. Manitoba—Winnipeg, Brandon.
Saskatchewan—Regina, Saskatoon. Ontario—Toronto.

NOTE:—Our plows and harrows are NOT the Case plows and harrows made by the J. I. Case Plow Works Co.

CASE
TRADE MARKS REG. U. S. PAT. OFF. AND IN FOREIGN COUNTRIES
POWER FARMING MACHINERY



CANADIAN FARM IMPLEMENTS

Vol. XVIII., No. 11

WINNIPEG, CANADA, NOVEMBER, 1922

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10c

Annual Meeting of U.S. Dealers' Federation

The National Federation of Implement Dealers' Associations in the United States was held in Chicago recently, sixteen associations being represented by sixty-seven delegates. The following were elected to the executive of the organization:

President, S. M. Sellers, Lebanon, Ohio; vice-president, T. N. Witten, Trenton, Mo.; Directors: R. A. Lathrop, Hope, N. D.; C. R. Peters, Winterset, Ia.; E. P. Watson, Mt. Vernon, Ill. H. J. Hodge, Abilene, Kansas, was reappointed secretary-treasurer, which post he has held for over 23 years.

In his presidential address, retiring president R. A. Lathrop outlined the activities of the federation during the past year. He recommended the publication of a book of information dealing with sound business principles in the retail field. Secretary Hodge stressed the importance of the dealer to the industry, and he deplored the fact that many factories had discontinued their advertising, while at the same time they called upon the dealer to advertise so as to increase business. Stocks in the dealers' hands, he said, have been pretty well cleaned up and the new goods purchased must be sold at a price that affords a profit—not merely a margin over invoice cost and freight. He said that dealers were agreed on the point that if advances were general in 1923, goods they would not be justified in placing heavy orders, for no amount of argument will convince the farmer that in the face of present prices for what he grows advanced implement prices are justifiable.

He asked that dealers carefully look into the credit risk in connection with all goods sold on time. He claimed that the dealer should know the customers' financial condition as well as the banker. In a later discussion on the matter of credit, it was held that it is a good policy for the dealer to keep in close touch with the local banker, and keep him advised at all times as to his financial condition. The banker

will help the merchant to determine the credit standing of the farmers.

A lively discussion took place on the possibility of advanced prices for implement lines. Some dealers held that if prices were advanced it would be a very bad thing for the trade. The only hope would be that the prices of farm products would advance towards spring. It was claimed that the reduction of the cash discount from 10 to 5 per cent. was, in effect, an advance to the dealer, as dealers pricing goods on the basis of the old discount, would have to advance their prices for spring.

The review on future business brought out different views. In some areas business was improving, and as dealers had cleaned out stocks they looked for an improvement in demand. The farmer had in most districts reached a point where he would have to invest in new equipment to replace worn out goods. In Minnesota and the Dakotas it was not felt 1923 sales would return to normal and the possibility of higher prices would tend to check demand, according to reports.

The advisability of urging state fairs to hold power farming days, was discussed, and many suggestions made for the convention programme of the different state associations of implement dealers throughout the coming winter.

Resolutions Passed

A resolution on the condition of the farmer pointed out that no lasting prosperity was possible when the buying power of over seven million farmers was impaired or totally destroyed. It was stated that the sale price of many farm products today will not pay the freight to market; many others, scarcely the cost of production. The federation backed any national movement that will stabilize farm values to a point that a good crop will mean a profit and not a loss to the farmer.

In connection with the discount allowed on the deferred payment plan in implement sales, it was resolved that it is not sufficient

to justify the financial responsibility assumed by the dealer who endorses the notes.

The federation urged that freight rates be reduced to pre-war levels during the present crop movement, also condemned the policy of manufacturers establishing retail stores.

A strong resolution admitted that the advance in material might justify the increase in some implement lines, but the federation entered an emphatic protest against such action. Should advances be made, trade would assuredly drop off as the farmer could not buy at an advanced price.

The policy of manufacturers shipping repairs direct to a customer in a contract dealer's territory, was condemned. The federation also held that the present discount on tractors does not by any means justify the outlay that good and sufficient service entails. A revision of tractor discounts was asked for, and dealers were asked to study cost accounting.

U. S. Implement Manufacturers Held Convention

The National U. S. Association of Farm Equipment Manufacturers, held their annual meeting in Chicago, October 18-20. Over four hundred members were present. Department meetings were held by the different production branches of the organization, which cover the various lines of equipment manufactured. The following gentlemen were appointed to the executive for the ensuing year:

President: J. B. Bartholomew, president Avery Co.; chairman of executive committee, F. R. Todd, vice-pres., Deere and Co. Members of executive committee for three years: H. J. Hirshheimer, LaCrosse Plow Co.; F. R. Todd, Deere & Co.; F. P. Mount, Advance-Rumely Thresher Co.; A. E. McKinstry, International Harvester Co.; H. B. Dineen, Moline Plow Co.; J. L. Irving, Rock Island Plow Co.

The association now has 274 active members.

In his retiring address President Black commented on the tariff situation with Canada on farm machinery. He reported on the efforts made to impose the same tariff on Canadian implements which Canada imposes on U. S. implements. Unusual circumstances intervened, and the Fordney tariff law has not improved the situation. This law gives the president authority, under certain conditions, to modify the tariff, but specifically does not permit imposing a tariff on any goods which are now on the free list. The association, said the president, have been trying for ten years to correct this unfair tariff arrangement, but it is deemed impossible to get any favorable action.

The secretary of the U. S. Department of Agriculture, said Mr. Bartholomew, has warned the public of the danger should the farmer become indifferent and cease to produce crops. He reviewed the condition of agriculture in the future, emphasizing the importance of transportation, and also a financial plan to enable the countries where foodstuffs are required to buy from the producing countries.

In an address on the present and future of the industry, Floyd R. Todd pointed out that as soon as the dealers became alive to the fact that the purchasing power of the farmer was materially reduced, cancellation of orders became the practice. The industry began the year 1921 with prices approximately 92% above the pre-war level, and ended it approximately 50% above. 1922 opened with prices as at the end of 1921. Since January last, gradual declines had been evident until at the close of the season the prices were approximately 42% above the pre-war level. With the rise in prices of farm products, he held that the buying power of the farmer, in terms of implements, has been substantially re-established. Farm products prices were now approximately 31% above pre-war level.

The later months of the season had shown an improvement in business, but demand was still little more than 50% of normal.

In relation to the trend of prices, Mr. Todd, as reported in "Farm Implement News," Chicago, said:

"The influence of the coal strike, starting on April 1, 1922, with rather heavy buying upon the part of automobile manufacturers and railroads, caused an increasing upward trend of prices, until on April 22 the percentage of increase above the pre-war level was 66½ per cent. By May 23 this percentage had become 72.9 per cent. The railroad shopmen's strike starting, as it did, on the 1st of July, added a further impetus to the increasing price of materials, until, on the 20th of that month, the level was 77.4 per cent. above 1914.

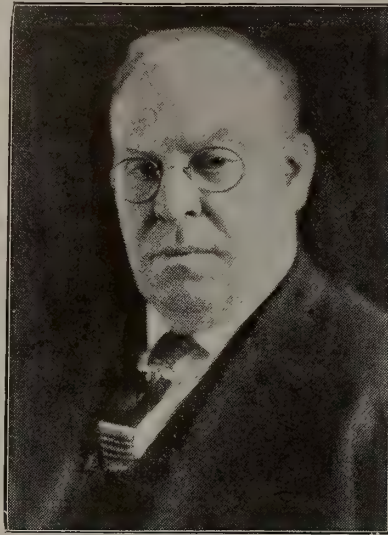
"Notwithstanding the settlement of the coal and railroad strikes, accumulated orders, shortage of cars, and other strike influences, have resulted in further market advances. On Sept. 11 material prices were 93.1 per cent. above 1914 levels and on Oct. 6, 99.9 per cent. above."

The speaker pointed out that the last two years had substantially reduced factory inventories, also stocks at branches and in dealers' hands. The farm supply of implements was depleted, but in no year since 1914 (with the exception of 1920) had the demand been up to that of 1913. The one exception was in the sale of tractors and tractor implements. "During 1921 and 1922," said the speaker, "the consumption has shown so marked a decline that only one conclusion can be reached and that is that the implement equipment of the farm must be in such condition as to require very early and substantial replacement if successful farm operations are to continue." He believed that the drastic liquidation in the industry was over.

The many resolutions passed dealt with such features as:—Taxation, Agricultural Credits, the Great Lakes Canal, Railroads, Black Rust in grain, etc. The Association were opposed to the cancellation of European war loans, but recommended liberal terms for repayment. They also strongly favored the principle of the "open shop" in industry, but condemned the advance in coal prices. The loading of freight cars to capacity was urged, and the repeal of the present 3 per cent. immigration law advocated by the association.

Bartholomew Elected President of U. S. Association of Farm Equipment Manufacturers

J. B. Bartholomew, president of the Avery Company, Peoria, Ill., has been elected president of the U.S. National Association of Farm Equipment Manufacturers. Mr. Bartholomew is one of the best known tractor, thresher and road machinery inventors and builders in North America.



J. B. BARTHOLOMEW

His career started on a farm in Peoria county, Illinois, in 1863, where his father was a pioneer user of labor saving machinery. By the time he was fifteen he was an expert on the threshers owned by his father. He speedily made himself familiar with the mechanical details and upkeep of every machine used in farming, culminating in 1879 with the coming of the first steam tractor in the township.

At the age of sixteen, young Bartholomew got his first chance in business. In the previous spring while operating on his father's farm one of the first Avery planters put out, he attracted the attention of R. H. Avery. At the request of this gentleman, in December, 1879, he joined the concern of R. H. & C. M. Avery at Galesburg, Ill., working in the warehouse and yard. Next year he was assigned to territory in Illinois, Missouri and Iowa, moving from place to place, setting up and starting corn planters and check rowers.

After ten weeks work he was called back to the factory, given a vacation and then sent out on the road to demonstrate Avery machines at the fairs. During 1882 he was filling various posi-

tions in the construction end of the factory, and in 1883 was placed in charge of Iowa territory. He remained in Iowa for ten years establishing and building up a large business for the Des Moines branch of his company.

Upon the death of R. H. Avery, in 1892, he came to Peoria to take charge of the tractor engine and thresher division of the Avery Company, and was made a director and elected vice-president of the company. He continued in these capacities until 1907, when upon the death of C. M. Avery he was elected president. By this time the business of the company had reached nearly a million dollars annually, and the capital stock was raised to \$600,000.

When the charter expired Mr. Bartholomew effected the necessary reorganization under the name of the Avery Company, with a capital stock of \$2,500,000, which has since been increased to over six million dollars. The manufacture of steam tractors and threshers had grown greatly, but the gas tractor was becoming prominent, so that in 1908 the company began experimenting, and in 1910 placed a gas tractor on the market. The first machine was exhibited at the National Implement Show in October of that year, and by January 1911 over 25 tractors were in the field. The following year 600 Avery tractors were produced. Now the company are making a size of Avery tractor for every size of farm, of which thousands have been sold in America and in 82 foreign countries.

Mr. Bartholomew is an expert farmer and is owner of a large farm where he raises crops and pure bred stock. He has applied the machines made by his firm to every operation from preparation of the seed bed to threshing and preparing feed for the stock.

He is always making improvements and trying to make the machinery more satisfactory and economical for the farmer. He has so many patents taken out during his career that the U.S. patent department has issued a complete book of several hundred pages explaining some of the inventions issued in his name alone. In fact Mr. Bartholomew has given more to the farm machine industry in the way of inventions and improvements than any other man connected with the industry today.

Twenty years ago Mr. Bartholomew commenced to take an interest in the U.S. National Implement and Vehicle Association, which is now the National Association of Farm Equipment Manufacturers. His good work has been honored by many offices in that organization, and now he has been elected its president.

company owed the banks \$375,831, as against only \$58,624 at the close of the last financial year. Accounts and bills receivable were also reduced from \$352,813 to \$175,345. Total current assets the previous year were \$900,340 as against current liabilities of \$404,860.

Cordage Company Issue Report

The Plymouth Cordage Company, North Plymouth, Mass., issued their annual report recently. Sales for the year ended July 31 last, were larger than the previous fiscal year, although, owing to a sharp reduction in the prices of rope and twine, the value of the goods sold aggregated only \$11,500,000, compared with \$15,500,000 in the preceding fiscal year

and \$23,400,000 in the year ended July 31, 1920. The condensed balance-sheet as of July 31 last when compared with the balance-sheet one year ago shows that the company's position has improved materially over what it was at the end of the preceding fiscal year. Its notes and acceptances payable on July 31, 1922 were only \$2,815,489, the smallest in a considerable period of years, and comparing with \$7,997,500 on July 31, 1921 and \$6,220,405 on July 31, 1920.

Augustus Peabody Loring is President of the company; B. Preston Clark, Vice-President; Francis C. Holmes, Treasurer and General Manager.

Reports Improvement in Trade

President Thos. McMillan, of the Canadian Fairbanks-Morse Co., Ltd., Montreal, reports that a gradual improvement in trade is evidenced by the company's bookings in eastern territory as compared with the same season in 1921. Bookings in the middle west are still slightly behind the 1921 figure, he states. Mr. McMillan believes, however, that the absorption of this year's excellent crop should furnish considerable buying power in the remaining months of 1922, even though a large portion of the funds realized from the marketing of it will be required for the liquidation of indebtedness.

The general trend of booking this year is upward as compared with a falling off which took place during the latter part of 1921. On the whole, the recovery in business has been of a very substantial character.

U.S. Implement Exports Increase

Exports of implements from the United States during August were valued at \$3,352,657, the highest figure attained since April 1921. In August 1921 the value exported was \$2,058,399. Exports have advanced steadily since January last, and in August exports of miscellaneous equipment increased 76 per cent over July. Among the machines exported were: 4,318 plows, 446 harrows, 645 cultivators, 20,664 hoes and rakes, 1,596 mowers, 700 hay-rakes, and 1,339 harvesters. The report shows that 957 threshers were exported and 1,028,451 lbs. of separator parts.

It is shown that 21 garden tractors, 1,483 wheeled tractors and 58 track-laying tractors were exported, also 1055 cream separators, 9,523 pumps, 716 windmills and 2,436 wagons and drays. Only four steam tractors were exported.

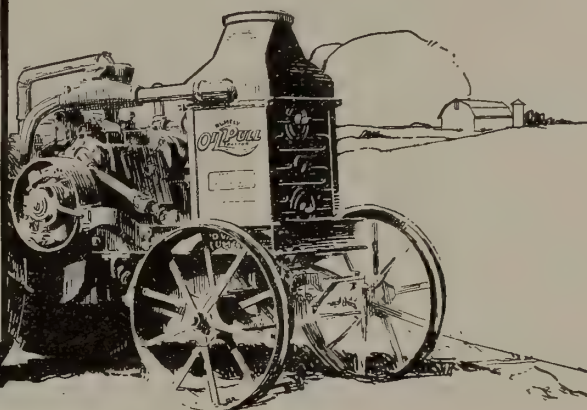
Carriage Factories Show Deficit

Carriage Factories, Ltd., Orillia, Ont., as revealed by the balance sheet of July 31, 1922, is in a fairly strong working position, though there is a rather severe deficit for the year, amounting to \$350,525. Part of this, namely, \$119,982, was a loss in connection with the Canadian Briscoe Motor Co.

The balance sheet shows current assets of \$484,225, as compared with current liabilities of \$100,774, which leaves net working capital of \$383,451. These figures are in striking contrast with the year previous, not so much in reduction in net working capital, which was \$112,029, but in the heavy decrease in liability to banks. A year ago the

Guarantee

We guarantee each Rumely OilPull Tractor to burn successfully all grades of kerosene permitted by law to be sold in the U. S. and Canada, under *ALL* conditions, at *ALL* loads up to its rated brake horse power.



Sell the OilPull

Because it is the tractor that successfully burns kerosene under ALL conditions—at ALL Loads

IN the East, West, North and South—at great national demonstrations and in private use—the OilPull has proved the soundness and correctness of its principles.

The OilPull has proved that it successfully burns kerosene under *ALL* conditions and at *ALL* loads. It has held all Principal National Fuel Economy Records for the past ten years. Saves an average of 39% of the fuel costs. Operates under given conditions at lower fuel cost than any gasoline, so-called gasoline-kerosene, or other kerosene tractor of equal rating.

Does this because of Triple Heat Control, a perfected system of kerosene burning that positively maintains motor temperatures.

The OilPull shows upkeep cost of only 50% of the Government's national average. The OilPull averages 10 years and more of service. Its cooling system will operate effectively at *ANY* temperature, *without freezing or evaporation*.

Is it any wonder OilPull dealers sold tractors even during the lean years recently past? Or that today their sales and profits are exceeding all expectations? Details regarding the OilPull agency will be sent on request. Please tell us your situation.

ADVANCE-RUMELY THRESHER CO., INC.,

Calgary, Alta. Regina, Sask.
Saskatoon, Sask. 48 Abell Street, Toronto, Ont. Winnipeg, Man.
The Advance-Rumely Line includes kerosene tractors, steam engines, grain and rice threshers, alfalfa and clover hullers, husker-shredders and farm trucks.

Serviced from 31 Branches and Warehouses



With the Manufacturers

Carriage Factories Ltd., Orillia, report a satisfactory demand for their lines this fall.

Bear Tractors, Inc., New York, announces the appointment of Richard Horn as district sales manager for the Pacific coast.

The Firestone Tire & Rubber Co., Hamilton, Ont., which opened in 1920, is now employing over 300 men. They will be busy all winter.

L. L. McMurray, export manager of the Gutta Percha & Rubber, Limited, Toronto, is now on a business trip to the British Isles.

The Kohler Co., of Kohler, Wis., is starting work on a four-story plant addition, 70x160 feet. The company builds a farm lighting system.

A new product of the Gilson Manufacturing Company, Limited, Guelph, is a warm air furnace which they are already marketing successfully.

An order for motor trucks for Australia is being filled at the Springfield works of the International Harvester Co. Shipment was made during October.

The Hart-Parr Co., Charles City, is completing extensive improvements to their plant. Men are being added to the force and production is steadily increased.

The Austin-Western Road Machinery Co., Chicago, has purchased the Wilson Tractor Mfg. Co., Ottumwa, Ia. The Wilson

tractor is a four-wheel drive machine.

Beatty Brothers state that they will manufacture the Nineteen Hundred line of washers in their plant at Fergus, but will maintain the Toronto retail branch at the old location, 357 Yonge Street.

International Harvester Co., through its branch houses in the U. S., is advising dealers of an advance of \$10 on spreaders. The No. 1 is now priced to the dealer at \$122 and the No. 2 at \$129.50.

A sign of the times and a note of optimism is seen in the construction of a mammoth new plant at the West Allis Works of Allis-Chalmers Manufacturing Company at Milwaukee.

The De Laval Dairy Supply Company, of Eastern Canada, report business improving in their territory on Lauson engines, and recently forwarded specifications for several cars, including one for immediate shipment.

The Baker Mfg. Co., Evansville, Wis., has announced an advance of 10 per cent. on pumps, well cylinders and pump jacks, and an advance of 5 per cent. on all engines except 7, 8 and 11 h. p.

The Collins Plow Co., Quincy, Ill., has entered into a contract with J. H. Cope of Denver, Colo., under which Cope's latest improved hay stackers and sweep rakes will be made and marketed by the Collins company.

W. T. Sampson was elected president of the Automotive Industries of Canada, in succession to R. S. McLaughlin, president of General Motors of Canada, Ltd. He is general manager of the Gananoque Spring & Axle Co., Gananoque, Ont.

A. H. Roth, who recently resigned the position of president of the Herschel Roth Manufacturing Company, Minneapolis, has organized a new corporation under the name of the Roth Company, with a capital stock of \$50,000.

The Vessot flax-pulling machine, which is attracting much interest among flax growers in Europe, is a handy contrivance, which delivers the flax in tightly tied compact bundles. It is made by the Canadian Vessot Pulling Machine Co., of Toronto.

The establishment of a factory in Canada for the manufacture of Boyce moto-meters for Canadian and British possessions trade has been justified, according to report received from the Moto-Meter Co. of Canada, Limited, Hamilton.

A magneto attachment enabling the use of the K-W magneto on the Fordson tractor has been announced by the K-W Ignition Co., Cleveland, O. Only a wrench is needed to put the attachment in place and this can be done in about an hour's time.

The Hayes Wheel Co., of Canada, Limited, Chatham, says: "Up to the present, 1922 has been the largest production period we have had on automobile wheels

in the last six years. We anticipate further increases, and are adding additional equipment."

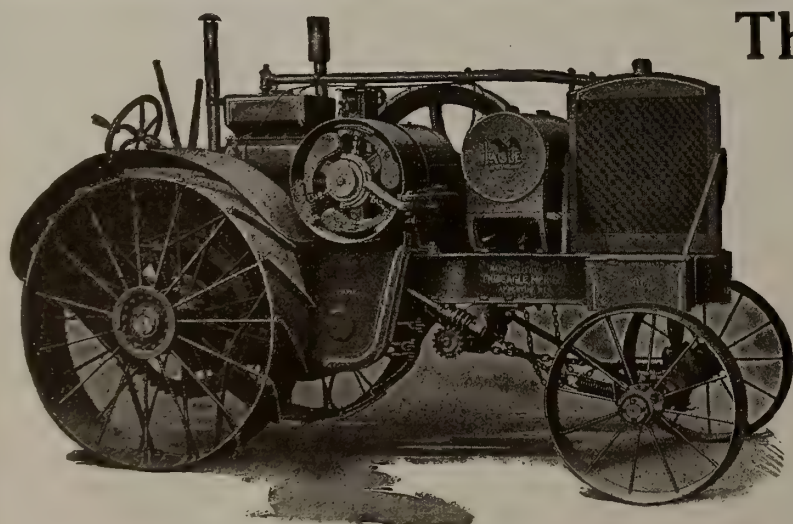
The American Seeding Machine Co., Springfield, Ohio, reports total losses of \$714,225 for the year ended June 30, 1922. With \$400,000 dividends, this made a deficit of \$1,114,225. This taken from the previous surplus of \$1,672,282, left a balance of profit and loss of \$588,057.

The Ford Motor Company of Canada, recently declared a 15 per cent. cash dividend, payable Oct. 20, to stockholders of record Oct. 14. This disbursement will amount to \$1,050,000 on the \$7,000,000 stock outstanding, and is at the rate of 30 per cent. per annum, the same as was paid in 1921.

The Ford Motor Co. of Canada, recently reduced prices on their cars. The chassis now is \$395; runabout, \$455; phaeton, \$495; truck chassis, \$545; coupe, \$780; and sedan, \$870. Starting and electric lighting are standard on closed models. On all others \$85 extra.

The Dominion Truck Equipment Company, Kitchener, state that they have plans under consideration for enlarging their plant to double its present capacity. They expect to break ground shortly and have the building practically completed before the year ends.

The National Steel Car Co., Hamilton, have completed orders amounting to over \$3,000,000 on their books. The following were recently elected to the directorate: Sir John Gibson, R. J. Magor,



HEIDER TRACTORS, 12-20 and 9-16 H.P.

Over 14 years actual field work has proven their value under all farming conditions. At our new low prices for for this season they are a wonderful power investment for your customers. Line up your prospects. Tell them the facts—how Heider patented friction transmission gives seven speeds, forward or reverse, on one engine speed, with one lever. No gears to strip. 15 to 20% fewer parts.

Over 60 Years Experience Backs Waterloo Products

Our line is a real asset to enterprising dealers. Waterloo Champion Separators have dominated the field through inbuilt excellence. We manufacture and distribute:—Tractors, Tractor Plows and Discs, Portable and Traction Steam Engines, Waterloo Champion Separators, Wind Stackers, Baggers, etc.

Waterloo Manufacturing Co., Ltd.
Winnipeg Portage la Prairie Regina Saskatoon

They Establish Permanent Success!

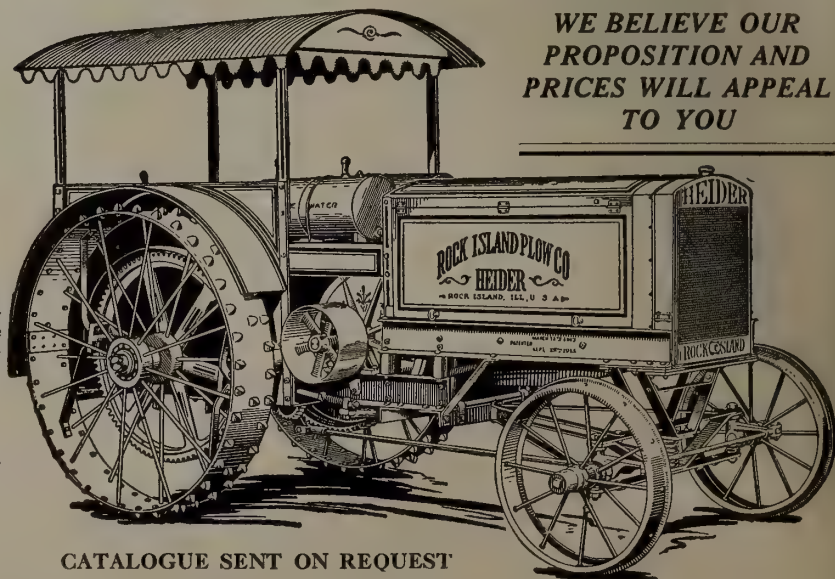


DEALERS: Tie up to a company selling superior machines that assure satisfactory business. Our contract is a business-builder. We invite enquiries.

TRACTORS: 12-22 and 16-30 H.P.

The simplest tractors built, and most economical and reliable for all farm work. They sell on a basis of real mechanical value and performance. For strength, service and low maintenance cost they appeal to the farmer. Use gasoline or kerosene in horizontal, twin-cyl. valve-in-head motors. 12-22 is 7x8"; 16-30 is 8x8". Hyatt equipped; enclosed gears; auto steering. Get our attractive dealer's quotations.

WE BELIEVE OUR PROPOSITION AND PRICES WILL APPEAL TO YOU



CATALOGUE SENT ON REQUEST

Lester Churchill, D. B. Dewar, H. S. Pierce, Donald Symington, and F. K. Skelton.

The Metallic Roofing Co. of Canada, Toronto, have had so heavy a demand for their lines during summer and fall that they had to work overtime. Roofing materials for both city and country showed a heavy demand. The company state that the outlook is for higher prices in the sheet metal industry.

The New Idea Spreader Co., Coldwater, O., will increase the list price of its spreaders approximately \$10 on each model, the advance to take effect Nov. 1, 1922.

The American Hammered Piston Ring Company of Baltimore, Maryland, announces the appointment of Joseph S. Jacobs as secretary and assistant treasurer.

The Norma Co. of America, Long Island City, N. Y., has purchased the American patents and business of the Hoffman Mfg. Co., Chelmsford, Eng., producer of Hoffman roller, ball and thrust bearings.

Rail Reduction on Binder Twine Storage

The Canadian National Railways have reduced the winter storage charge for binder twine at the lake-head ports. The new rate will be \$2.20 per ton of 2,000 lbs., a reduction of 30 cents, which becomes effective November 15.

The object of the reduction is evidently to encourage the bringing in of binder twine during winter. This would prevent congestion which generally takes place when twine is shipped in during the fall navigation season. Storage facilities will be provided by the railway at Port Arthur, Fort William and Westfort.

The winter tariff is effective between November 15 and May 14, both days inclusive. Wholesalers and implement dealers can then either arrange to have their supplies shipped to their warehouses or stored at the head of the lakes on payment of the summer tariff charge of 65 cents a ton per month.

Hart-Parr Co. Confident of Future Business

The supervisory sales force of the Hart-Parr Co., Charles City, Iowa, from all parts of the United States and Canada, recently held its fall conference at the head office. Sales conditions were gone into and sales quotas for 1923 established. Plans were laid for one of the most extensive sales campaigns that the Hart-Parr Co. has ever put on.

The extensive sales and advertising campaign which Hart-Parr

Company launched June 1, of this year has proven an unqualified success. Not only were all tractors moved from dealers' floors and the field cleaned, but the factory has been running full speed since June 1, and production is oversold to the first of the year. October 1 the factory was over six weeks behind on deliveries, according to company officials.

The salesmen were especially enthusiastic over prospects for 1923 season. With the factory all sold out on deliveries for this fall the sales force has already started organizing for 1923. They report an almost unlimited demand by farmers for tractors. Everywhere in the Hart-Parr organization, where the dealers have had tractors on hand and really worked their territories, they have enjoyed a fine business this season, and have numerous prospects.

Vehicle Concern Will Produce Car Bodies

Carriage Factories, Limited, Orillia, are building up an organization of specialists in each department for the manufacture of high-grade, custom-built pleasure car bodies, and are making arrangements for the manufacture of hearse bodies. They are also looking forward to a good season in motor truck bodies of all kinds, and in many styles of bus bodies.

Australian Implement Makers Amalgamate

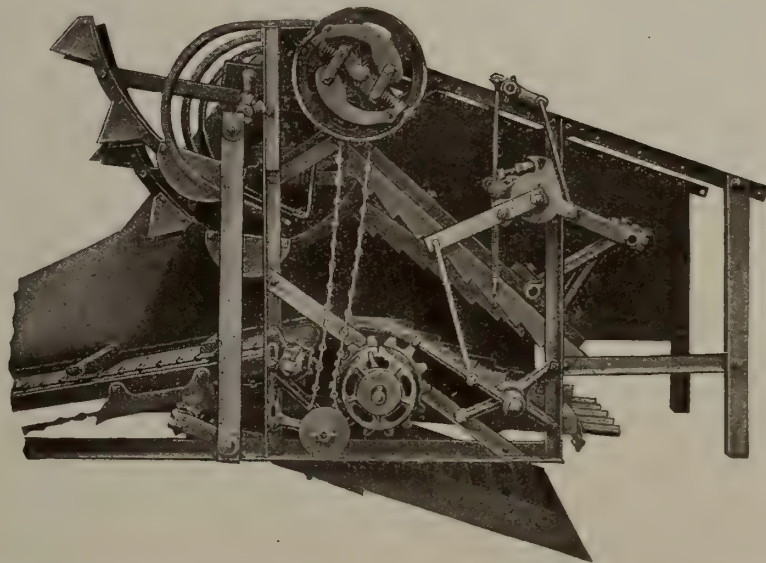
Two large Australian houses combined to manufacture all classes of farm engines, chaff cutters, winnowers, harvesters, seed-drills, reaper-threshers, strippers, wagons, stump-jump ploughs, cultivators, headers, wine and water pumps, saw-benches, etc.

The nominal capital is \$2,500,000, and it is aimed to foster local production to escape the tariff duties on imported goods, and to standardize production to compete with foreign lines.

Will Ship by Truck

According to the truck representative of the International Company at Swift Current, there will be a motor truck service established next spring between Swift Current and the Weyburn-Lethbridge line. Further, local shippers will have daily access to the Gravelbourg line. At present rates there would be effected a saving in freight of 23c per cwt. to say nothing of having a daily service in place of the present weekly service, and also the saving of draying expenses, for goods sent by truck would be delivered.

HART NEW MODEL SELF FEEDER



The Very Latest Thing in Self Feeder Construction

A NEW BAND CUTTER—MORE EFFICIENT—TAKES LESS POWER

A NEW VARIABLE SPEED CONTROL that in event of overloading, slows down the raddle and lower pans just enough to prevent overloading the cylinder—THE RADDLE NEVER STOPS—THE CYLINDER NEVER RUNS EMPTY.

FEEDS FASTER

RUNS LIGHTER

FEEDS MORE EVENLY

DON'T SLUG CYLINDER

Feeds any kind of grain or flax and does not wrap or wind. Made with either 9 or 14-foot Folding Carrier. All sizes, for any separator old or new.

ILLUSTRATED CATALOGUE NOW READY

Hart Grain Weigher Co, Peoria, Ill.

Potato Digger Test Held in Great Britain

Details of a thorough investigation of the efficiency of different types of potato diggers are given by the *Implement & Machinery Review*, London, England. These tests were held by the Leeds University, in conjunction with the Machinery Branch of the Ministry of Agriculture.

The potato digger, to be successful, must bring the potatoes to the surface and must leave the crop well exposed so that labor is minimized in picking. It must also lift the crop with minimum damage, and must be light in draft. At the university the mechanical construction and efficiency of the different types of diggers were analysed, also the economic value of the different makes. The types of digger tested were: (a) plow group; (b) spinner and rotary machines; (c) elevator machines; (d) combined digger, harvester and bagger. The spinner type of machine is, we believe, the most popular in Great Britain. One entry from Norway was a type which is claimed to lift, sort and bag the tubers in one operation.

The entries included the following spinner types of machine: "Ransome," "Hamlett," "Powell," "Martin" and "Imperial." Rotary types—"Caledonian" in two models. The "Hoover" elevator digger, "Star" elevator digger and "Haug" combined type.

Ten plots of two rows each were used for mechanical tests. A Watson dynamometer was coupled between the digger and tractor. The observers checked the weight of each machine in full working order, weight in relation to draft, mechanical efficiency, ease of handling, quality of construction.

In the second test the diggers were tested on ten twelve row plots. Each machine was required to dig both ways, up and down a gradient. Pickers were placed at regular intervals and their number was increased or decreased as necessity arose. The time taken in digging was checked, and in the time taken by the pickers, also time lost in any stops of tractor, digger or pickers. After each plot was dug it was harrowed four times and then a square rood was dug over and from the weight of tubers then found the total weight per acre left in the soil was computed.

The main factors in connection with the mechanical tests were: Cost of fuel, lubricant and general upkeep in proportion to capacity; amount and cost of labor; percentage of damaged potatoes; work required after digging opera-

tion; proportion of total crop finally left in soil; capacity in acres in 8 hour day; working costs per acre; quantity of work done.

In connection with the plow digger for example, it got over the ground more quickly but required 47 per cent. more pickers. It damaged only 1 per cent. of the crop

placed first, the American elevator machines coming eighth.

The report states:—"The elevator types had ideal conditions and had the soil been slightly less favorable they would have done worse from a comparative standpoint. They did better work than the rotaries in depositing the potatoes in rows, but the general performance reflects badly on this

Machinery Prices Lower In Australia

As compared with pre-war prices, prices of farm implements in Australia rose to a great extent, Reapers and binders that sold at \$175 each reached \$600; harvesters advanced from \$395 to \$680; strippers from \$250 to \$475; mowers from \$90 to \$180; rakes

Cost Data in British Potato Digger Tests

WORK DONE AND COSTS	Ransome (Spinner)	Bamlett (Spinner)	Powell (Spinner)	Martin (Spinner)	Imperial (Spinner)	Caledonian (Rotary)	Hoover (Elevator)	Star (Elevator)	Haug (Combined)
Total Weight Lifted, lbs.	5,013	4,928	6,216	4,918	5,122	5,118	4,582	4,396	5,174
Total Weight Harrowings, lbs.	280	339	332	445	260	399	182	408	98
Total Weight Damaged, lbs.	60	24	18	33	15	24	111	168	356
Total Cost Per Acre	\$ 14.52	12.38	17.86	12.76	16.44	15.30	13.46	16.64	21.62
Cost Per Working Hour	\$ 5.45	5.69	5.56	5.59	5.67	5.70	5.60	5.50	4.64
Net Returns Per Acre From All Potatoes Lifted.	\$192.64	189.78	187.92	203.72	192.36	195.56	180.34	125.94	153.86
Percentage of Potatoes Lifted	99.97	97.2	98.65	99.98	100.00	97.92	97.65	80.94	98.36

lifted, but in contrast to a spinner type 14½ cwt. of harrowing were collected in comparison with 10¾ cwt.

The table shown gives details of the work done by the various types of machine, and the cost of the work.

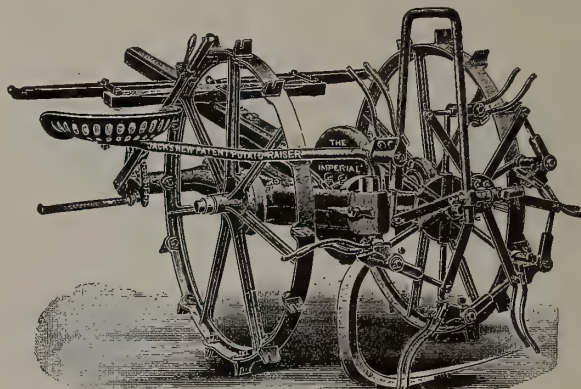
In the spinner machines the distance the potatoes were thrown varied. The observers noted that if the machines throwing the potatoes too far were slowed down the throw was shortened considerably.

In the spinner types some of the registered drawbar pulls were: 455 lbs., 363 lbs., 451 lbs., 474 lbs., Rotary machines, 441 lbs. and 474 lbs. Hoover elevator, 810 lbs. Haug machine, 1293 lbs.

In the report it is pointed out that as a conclusion the general principle of the rotary or spinner type of digger is sound, but further research is necessary into problems of speed, tine angle, projecting load and the effect upon the potatoes.

It is also shown that the net profit realizable per acre from the field, with spinner machines, was, as an average, \$191.66—with the elevator machines, \$152.68, and with the combined type of machine, \$153.86. In the order of merit for efficiency published in connection with the tests, it is noted that in the ten machines tested, all seven rotary types are

type when taking into consideration the quantity of potatoes left in the ground, the percentage damaged and the quantity of the harrowing. The ideal potato digger must not damage the pota-



The Spinner Type of British Potato Digger

atoes or project them too far while it must leave the greatest possible quantity exposed. The matter of tine design in the spinner or rotary diggers is of importance, as the lowest quantity of damaged potatoes followed a sharp initial curve on the tines. With spinners the drawbar load is affected by the weight of machine, line of draft, depth and pitch of share."

In the illustration we show a rotary or spinner type of British potato digger, which is of the general design of such machines. This design of digger is evidently most popular in Great Britain as evidenced by the number of farmers who own them.

Pep is the salt of business; lack of faith is the bitters.

The reason some boobs never have a dollar is because they can't see a nickel.

from \$47.50 to \$122; drills from \$200 to \$300; windmills from \$40 to \$100; feed cutters from \$85 to \$160; disc harrows from \$52.50 to \$112, and plows from \$85 to \$160.

Increased cost of materials, higher wages and transport charges, and the new tariff duties are quoted as the principal causes of the "almost prohibitive" prices, which "tended to make a great deal of land unproductive in that it cannot now be worked at a profit."

Engine Driven Potato Diggers

The adaptation of the light-weight engine to the potato digger has been proven to be an increase in efficiency of the latter.

The operation of the engine-equipped digger is faster and steadier than that of the traction machine, and is under absolute control by the driver. He does not need to get down from his seat to clear the elevator when it gets overloaded; he simply stops the team a minute for the engine to catch up in unloading the elevator. By a throwout clutch he can stop the operation of the mechanism instantly should a stone get caught in the elevator thereby preventing damage. Regardless of the speed which the horses walk, he can regulate the speed of the engine to give just the right amount of agitation for the best results.

With the engine, more thorough agitation and more perfect separation is possible than with the traction outfit. The yield is thus greatly increased.



Many enterprising McCormick-Deering dealers are already placing the new McCormick-Deering 15-30 among the farmers in their communities. And the outfits they are selling now are helping to lay the foundations for brisk Spring trade. Don't overlook this opportunity. Begin now to advertise, canvass, and sell!

*The Harvester Company's
Newest Tractor*

McCormick-Deering 15-30

Smooth-running, long-lived, economical! Years ahead of any tractor heretofore produced! Naturally it remained for the Harvester Company, with long-time tractor and farm machine experience and great resources, to bring out the one great epoch-making farm power value. The McCormick-Deering 15-30 stands in a field of its own—the logical tractor for the dealer who wants to sell the best in modern-day farm power.

Ball and Roller Bearings at 29 Points

These dust-proof quiet-running bearings relieve the McCormick-Deering 15-30 of all excess friction—at draw-bar or belt work the power of 4-cylinder, valve-in-head, kerosene motor is delivered without strain or drag. In fact, every unit of the new McCormick-Deering 15-30

has been designed for long life, full power, and operating comfort.

The McCormick-Deering 15-30, like all Harvester tractors, is an all-purpose farm power plant. It is equipped with belt pulley, large steel platform, wide fenders, throttle governor, adjustable drawbar, reliable brakes, and removable angle lugs.

INTERNATIONAL HARVESTER COMPANY

OF CANADA LTD.

HAMILTON CANADA

WESTERN BRANCHES — BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA.,
ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.

EASTERN BRANCHES — HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST. JOHN, N. B.

The Future Supply of Oil

The importance of oil to the world was clearly shown during the war. In the event of another war, oil will be even more important than in the past, for the war of the future will be one of airplanes and submarines, and of food production and transportation.

Warships and freighters can no longer be economically driven by coal at present or future coal costs. We are in the oil age, even in agriculture. The future of the automobile, truck, tractor and engine are dependent upon oil supply. If we are to farm by power in the economical production of foodstuffs, fuel oils and lubricants are an essential. Hence it is that the oil situation today is of prime interest to the power farm equipment industry.

The oil wells of Mexico, the second largest petroleum producing country in the world, are almost exhausted. In Mexican fields exhaustion of oil resources is such that the exploitation of at least two-thirds of the estimated 25,000 acres of fields has been abandoned. Even last year it was estimated that the oil wells of Mexico could only be expected to produce 225 million barrels more—and in 1921 the fields gave over 200 million barrels. Salt water, a very certain sign of well exhaustion, has appeared in nearly every territory. Mexico is just about through as an oil producer. The average daily production is declining very rapidly.

Mexican petroleum is used largely for the production of fuel oil and the failure of this source of supply is expected to send the price of fuel oil up, despite present reductions in price.

If the Mexican oil fields are about done, where is the future supply of fuel oils to come from? We hear little about the oil fields of the far Canadian North-West, but in Northern Alberta, up the Athabasca and the McKenzie, lie the hope of the future of oil supply. Vast, untapped oil fields lie in that hinterland, the development of which is merely beginning. And the effect of this development will be to place Canada on the map as an oil producing country, with all that oil production means in a national sense in this age of oil. Production and refining will be nearer the prairies; cheaper oil fuels will be possible, and with them an increased development in demand for power farm machinery and automotive transportation units.

Every time a farmer or townsman uses five gallons of gasoline for his car or truck, a half barrel of crude oil must be pumped out of the earth. It takes nearly four barrels of crude oil to make one barrel of gasoline. The crude oil of the United States and Mexico is produced primarily for gasoline.

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF AND DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS VEHICLES, ENGINES AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG.

WINNIPEG, CANADA

Eastern Canadian Offices:—J. B. Rathbone, 95 King St. E., Toronto;
317 Transportation Bldg., Montreal.

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RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the Implement and Vehicle Trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted, but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, NOVEMBER, 1922

In 1921 405 million barrels of oil were used in the form of petroleum products other than gasoline.

What of it, we say? Most tractors use kerosene. Well, there are 42 gallons of oil in a barrel. Of these 25% go to gasoline and only 9.7% to kerosene; 47.9% to fuel and gas oil; 4.3% to lubricating oil; 2.4% to wax, coke and asphalt, and 6% to miscellaneous uses.

Prices And Proportion

In the season ahead, it is evident that selling will not be by any means an easy task. The farmer, in cases, is disgruntled at the prices he gets for his 1922 crop. He may be told the actual cost of implements, but will argue that it should have fallen on a plane with the reduction in crop values—despite your sales arguments that machinery prices never advanced in proportion to those of other commodities.

The one great factor in selling will be to stress the fact that power equipment or none means higher production cost, and that will avail the farmer nothing in a period of falling prices. The dealer must prime himself with facts and figures so that he can show—on paper if necessary—that to buy the machine is not unwarranted extravagance, but sound economy from an invest-

ment standpoint. The man who says he will buy when implement prices fall in proportion to farm produce prices, is a hard problem. Even at that you can show him where he will need repairs.

It is necessary to keep business going, but to use judgment and caution. Keep the volume as high as possible with good sales, and keep the overhead as low as possible. Economists say that the farmer is going to buy—must buy. That is the right spirit for times like these—but the devil of it is it's often quite a job to get him started.

"Busyness" Begets Business

No one doubts for a minute that the implement business will come back, for farming is fundamentally the soundest business of all and the supplying of implements goes hand in hand with it. Meanwhile an implement man, whether manufacturer, jobber or dealer, can do one of two things—sit down and admit that he is beaten, in which case some one else will come along and ride the forward swing of the business pendulum in his town, or get busy and do some business. The dictionary says that "business" means buying and selling.

Production and Demand

Taking the farm machinery industry as a whole, it is pointed out that the production during the past four months has been away below normal, in fact, smaller than at any corresponding period in the past twenty years. So factory men have maintained at recent trade meetings in the United States, alleging that in all probability the demand next spring will exceed the supply which will be available. On the other hand, many dealers are of the opinion that the supply will be more than adequate for the demand that will exist, but this opinion will be of little use if a demand appears for which provision has not been made.

While it is true that the farmer still maintains a non-buying attitude until he finds that the spread between implement prices and the price of farm products is bridged, it may be that when the need arises he will have to buy, for the replacement requirements of the West are heavy. If the sales forces of the industry can convince the farmers of the economies of using efficient implements and power instead of animal bone and tissues, business should be near normal next season. If as an industry we cannot create this conviction in the agricultural minds of the country, it is the fault of the industry and not of its product. Tractors and power farming machinery are a development of a normal period, designed to meet the needs of normal conditions to which we are returning every day.

The prices of farm products are disappointing, but the time to sell an economical proposition is when the need for economy is greatest. There is no time more propitious than now in which to show the farmer how to farm more economically in a period of diminishing profits.

Canada's Progress In Industry And Agriculture

The annual production of Canadian manufacturing industries shows a healthy and steady increase for the better, until it now amounts to approximately \$400 per capita, while the country's exports equal \$150 per capita, or the highest in the world.

Ever since the opening of this year Canada has given various indications of a return to more normal and prosperous conditions, and these signs will be borne out in substantially increased production by the end of the present year in practically every manufacture.

In agriculture the country advances apace, and there is no good reason why business should not improve. In the Canadian West this year, we have produced

on a conservative basis 372,000,000 bushels of wheat; 413,500,000 bushels of oats; 61,000,000 bushels of barley; 54,000,000 bushels of rye; 3,000,000 bushels of flax and a few other things beside. We must admit that this means new wealth, which will eventually circulate and benefit business as a whole.

Of the 300,000,000 acres believed to be physically suitable for agriculture in Canada, only 60,000,000 acres, or one-fifth of the

total, are under crops. The remaining areas are capable of sustaining many added millions of population, and they include an immense acreage sufficiently ripe for settlement as to ensure that the extension of agriculture will continue to be a main highway of Canada's material progress. Over 25,000,000 acres are available within fifteen miles of the railways in the prairie provinces alone.

Business Changes—Personal Items

Partnership is dissolved in the Expert Auto Top Co., Regina.

E. Lynch is now sole owner of the Scott Harness Repair Shop.

The Boundary Oil Company has been incorporated in Calgary.

Canadian Motors Ltd., has been incorporated in Edmonton.

Weeks Motors Ltd., Nanaimo, report fire loss recently.

W. J. English now operates the East End Garage, Treherne.

A. H. Wilson is a new dealer at Aylesbury.

W. McDonald has closed his harness shop at Ogema.

The Barons Garage, Barons, has changed hands.

Partnership is dissolved in the C. C. Snowden wholesale oil business at Calgary.

C. P. Snyder is the name of a new implement dealer at Radisson.

J. M. Fauchers has bought out the business of D. Johnson, at Swan Lake.

The Canada Metal Co., Winnipeg, has been granted a Manitoba license.

Partnership is dissolved in the Armored Tire & Rubber Co., of Winnipeg, Canada.

The Canadian Steam Injector Co., was recently organized in Winnipeg.

W. C. Cockshott is proprietor of the Central Storage Battery Co., Winnipeg.

Backus & Loree, automobile dealers at Cabri, have dissolved partnership.

J. T. Kyle is reported to have commenced in the auto business at Redvers.

T. Ritson is reported to be discontinuing his implement business at Dilke.

O. A. Caskey had fire loss in his auto business at Elk Point last month.

J. A. Mitchell is reported as discontinuing his implement business at Smoky Lake.

Mabee & Bakos, auto dealers at Kelowna, have dissolved partnership, Mr. Bakos leaving the firm.

G. Sanderson is owner of an automobile repair business at Brunkild.

A change is reported in management of Motor Supplies Ltd., Regina.

The business of the Eyebrow Garage and Machine Shop is reported closed.

The Union Garage & Machine Shop., Indian Head, has closed for the season.

Fenrich & Johnson are owners of an auto and tractor business at Leader.

F. N. Noble is stated to have discontinued his implement store at Midale.

The Service Garage, Prince Albert, is now under new management.

The Canadian Oil & Refining Co., have opened for business at Lethbridge.

J. Borsos has entered the auto repair and accessory business at Kipling.

E. R. Caldwell, garage dealer at Lawson, has been burned out. The loss is covered by insurance.

N. K. Lund & Sons has sold out his automobile business at For-estburg to J. White.

E. Elford has bought out the business at Orma formerly owned by R. O. Moore.

Masterson Motors is the name of a firm recently incorporated at Regina.

J. W. Thomson, of the Rouleau Motor & Electric Co., Rouleau, died recently.

Perry & Gorsalitz, auto dealers at Lenore Lake, have dissolved partnership.

D. H. Wood, garage owner at Prince Albert, is reported to have sold out.

Thompson Motors Ltd., have been incorporated at Vernon, B. C.

Letson & Burpee Ltd., machine manufacturers at Vancouver, suffered fire loss during October.

A. J. Grant, dealer at Well-wood, reports good business in his territory.

The Minor Hardware & Motor Co., are a new firm now operating at Abbey. Capital is given as \$25,000.

Dreher & Wylie are now operating an automobile business at

Oxbow. They succeed H. C. and G. S. Wylie.

Brown & Linton, auto dealers at Ochre River, had fire loss recently. The damage was fully covered by insurance.

The Dominion Motor Car Co., Ltd., Winnipeg, has changed its name to Dominion Motor Co., Ltd.

Wilson Bros., for many years carriage builders in Calgary, have discontinued their business in that city.

A Thomas, implement dealer at Craven, has taken S. F. Clark as a partner in his business in that centre.

The Mighty Atom Turbine Thresher Co., Ltd., has been incorporated at Brandon. The capital is \$25,000.

The stock and fixtures of J. Reuter, harness dealer at Roland, have been sold to Mrs. A. N. Reufeld.

J. H. Silversides, sales manager of the DeLaval Co., Winnipeg, was away shooting for a few days. He reports a fair bag.

John B. Foote, president and treasurer of the Foote Bros. Gear & Machine Co., Chicago, died Oct. 12 from an attack of heart trouble.

A report states that the assets of the estate of the Jones Tractor Co., Ltd., Regina, were sold out on October 28th.

Hess & Decker, dealers at Balcarres, report good business during the past season in separators and tractors.

The stock of Dewalt & McGrew, implement dealers and garage owners at Meyronne, is advertised for sale, according to a recent announcement.

Strong and Parsons, implement dealers at Rocky Mountain House, are operating an up-to-date garage in addition to their farm machinery business.

Frank Ketcheson, implement dealer at Wilkie, reports a good season. He bought out the business of H. E. Hamilton Ltd., at Wilkie, last spring.

A. Prugh, manager of the Gray Tractor Co. of Canada, Winnipeg, visited the head office of the company at Minneapolis last month.

It is reported that Curts & Wallis, implement dealers and garage owners at Dewar Lake, have discontinued business at that town.

The Emerson-Brantingham Implement Co., Rockford, Ill., has announced the appointment of H. E. Metzger as manager of its branch house at Peoria, Ill.

W. N. Robinson, manager of Robinson-Alamo Ltd., Winnipeg, lately spent some time in visiting the trade in Manitoba territory.

He reports a live interest in lighting plants.

D. Drehmer, vice-president of the John Deere Plow Co., Ltd., and manager of the Winnipeg branch, will visit the factories and head office of Deere & Co., Moline, Ill., during November.

W. E. Finnegan has resigned as a Director of Sales of the Rug-gles Motor Truck Company, London, and has joined the Beaver Truck Corporation in a similar capacity.

The Pure Oil Co., whose head office is in Minneapolis, have opened a branch house at 293 Princess St., Winnipeg. They are locating dealers in Western territory.

G. A. Malcolmson, for twelve years manager of the Winnipeg branch of the Ford Motor Co., has joined the staff of the Dominion Motor Co., distributors of Durant cars.

N. W. Palmer, tractor export sales manager for the Moline Plow Co., Moline, Ill., is at present in Winnipeg analysing the West Canadian demand for tractors and tractor tools.

Mr. Hamilton, general sales manager of the Consumers Cordage Company, Montreal, spent a few days in Winnipeg recently looking into the western cordage and rope demand.

The Brantford Cordage Company have moved their Winnipeg office from 162 Princess Street to 126 Lombard Street, where they are now located in the Bissett & Webb building.

John Gibney, manager of the Winnipeg branch of the Minneapolis Steel & Machinery Co., spent some time in the territory visiting the trade the latter part of October.

Announcement is made by W. Ledyard Mitchell, vice-president in charge of manufacturing, Maxwell Motor Corporation, of the appointment of Geo. W. Mason as works manager.

L. E. Jones & Co., Ltd., implement dealers at Dinsmore, suffered loss through burglary recently. To burglarize an implement business under present collection conditions seems a sad waste of energy.

Announcement is made by F. W. Edlin, vice-president in charge of implement sales of the Moline Plow Company, of the appointment of P. H. Noland as domestic sales manager. Mr. Noland has been associated with the Moline Plow Company for some years.

Milton J. Beatty, secretary of Beatty Bros., Fergus, Ont., paid a visit to the Winnipeg branch of the company the last week in October. Mr. Beatty reports that the business of the company this

Fall shows an increase as compared with that of a year ago.

George H. Hindelang, formerly manager of The Holt Manufacturing Company's branch at Omaha, Neb., has accepted a position with Bear Tractors, Inc., of New York City, and will represent them as district sales manager in the middle and north-western states.

R. Stoddard, general manager of the DeLaval Company, New York, accompanied by Nat Gilman, manager of the San Francisco branch, spent a few days at the Winnipeg office of the company during October. They went west to Vancouver from which point they will go south to San Francisco.

Charles A. Lister, C. B. E., vice-president and general manager of the R. A. Lister Co., Dursley, England, is at present on a visit to the Toronto branch of the company. Mr. Lister will come west to the branch in Winnipeg, where he will spend some time later in the month. He reports a slight improvement in business in Great Britain.

Bounty for Australian Manufacturers

In recent proposals for the budget in Australia, it was proposed to reduce the duty on galvanized iron, steel, wire and netting, and tractors and to pay a bounty to manufacturers on such goods. The duty on tractors will be reduced from 27½, 35 and 40 per cent to free list. The bounty it is stated, will allow the imposition of a condition that local raw materials should be used in the manufacture of goods in which bounty is claimed.

Success is not as you find it, but as you make it.

Cold feet and hot heads frequently travel together.

Dairying in Saskatchewan

The Dairy Commissioner for Saskatchewan points out that from November 1, 1921, to March 31, 1922, the total creamery butter make of the province was 1,208,849 pounds. This is considerably less than the amount consumed in the province during the same period, and as every argument seems to favor winter dairying, a great increase in winter production would seem to be a matter of sane economics in Saskatchewan dairying.

The total value of dairy products, particularly the amount of farm made butter and the consumption of milk in rural districts, is difficult to estimate. The total value of dairy products in Saskatchewan for the past year is estimated at \$18,805,216.

The increase in the number of milch cows in the province in 1921 over the previous year was 67,199, or 18.9 per cent., of which the southern district stood first, with an increase of 26.4; followed by the central district with an increase of 15.4 per cent., and the northern district having an increase of 11.4 per cent., all of which is evidence of an increased interest in dairying throughout the province.

The keeping of a few cows assists materially in furnishing palatable and nutritious meals for the farm family, and then if sufficient cows are milked the year round to give a surplus over the requirements of the household, that surplus can be placed on the market to advantage, twelve months in the year. Even a small herd of cows properly cared for will yield a sufficient income every week in the year to cover the ordinary living expenses.

One hundred dollars per month is a vastly better income than

\$1,200 per year, particularly if the \$100 is reasonably assured and the larger amount speculative, and this is a fair comparison of the principles involved in exclusive grain growing and dairy farming. The regularity and reliability of the income from dairying should be features which appeal to the prairie farmer.

Brennan With Piston Ring Co

B. G. Brennan recently rejoined the Inland Products Co., Inc., St. Louis, and will have charge of sales for this firm, who manufacture Inland piston rings for cars, trucks, tractors and farm engines. The company are commencing an energetic sales campaign and anticipate entering West Canadian territory with their line which they regard as a large and growing market.

Inland rings, both spiral cut and oil-less are heat treated by a special process which it is stated holds the ring permanently true to shape when subjected to the intense heat of the combustion chamber. The spiral cut ring uncoils like a spring, and has no gap or weak places, while the oil-less type has a double groove, the top groove acting as a lubrication pocket,

WINNIPEG WHOLESALE IMPLEMENT ASSOCIATION HELD MEETING

A largely attended meeting of the Winnipeg Wholesale Implement Association was held in the St. Charles Hotel, Winnipeg, on October 31st, with J. P. Minhnick, Cockshutt Plow Co., president, in the chair. Practically the entire membership of the association were present, the business being to appoint representatives to meet the Government Committee in regard to the collections from farmers in Manitoba.

This meeting was held in the Parliament Buildings on November 1st, the leading creditor classes being represented, such as the implement companies, land and mortgage interests, banks, credit men, wholesale houses in general lines, etc.

It was felt very necessary that the Wholesale Implement Association be represented by their executive and solicitor in view of the fact that they seemed to receive especial notice from farmers as a creditor class who were forcing payment of his obligations. It was decided that the executive, plus an additional committee, attend the conference so as to find out the plans of the government. Letters had been received from an official of the govern-

ment stating priority in regard to the claims of various interests, in which list the implement trade were not named.

J. H. Redden, as representing the thresher trade, pointed out that the association should stand pat in regard to the legal claim that they were entitled to 25 per cent. of the earnings of the threshing machine, but that the trade as a whole should have reasonable recognition as they supplied the implements of production from which all other interests also had to be paid.

Discussion took place in connection with the Stamp Tax as applied to farmers lien notes. It was finally decided to appoint a committee to draft a letter to the Department of Inland Revenue at Ottawa so as to get a definite ruling on the necessity of affixing stamps to such notes. Some firms did so, and some did not. The value of the stamps, which amounted to 2 cents for every \$50, amounted to much money in a season.

H. C. Burrell, treasurer of the city of Brantford, who was a guest, addressed the association, saying that today the greatest need in Canada was for co-operation between all classes in the industrial world and agriculture.

The following gentlemen attended the meeting:—J. P. Minhnick, M. J. Carruthers, C. H. Whittaker, J. A. Tanner, D. Dreher, J. Redden, L. J. Mumford, L. J. Haug, H. C. Steele, G. Marshall, D. N. Jamieson, A. Wybrow, A. N. Phillips, N. P. Thompson, N. Davis, K. N. Forbes, J. E. Miller, T. H. Roney, H. C. Burrell, J. C. Menagh, H. F. Anderson, J. C. McPhee, P. J. Grout, T. W. O'Neill, B. F. Dixon, J. P. Ritchie, S. Koch, D. Drummond, E. W. Hamilton and A. A. Thomson.

CREDITOR CLASSES WILL CO-OPERATE WITH GOVERNMENT

At a meeting held by the cabinet of the Manitoba Legislature on November 1st, representatives of organizations covering the leading business interests were present, including several from the Winnipeg Wholesale Implement Association.

The government pointed out that complaints of undue pressure in collection of debts had been made by many farmers, and that the farmer seemed to suffer from fear of the action of commercial interests regarding collections this season. The business interests pointed out that they were ready in every way to aid the farmer by leniency, as they realized conditions were unsatisfactory. After discussion it was decided to appoint a representative from each of the following organizations to co-operate with the Provincial Secretary, in dealing with the claims of farmers who felt undue pressure was being made, and who appealed to the government on this account:

The Wholesale Implement Dealers, Bankers Association, Bond and Mortgage Association, Credit Men's Association, Retail Merchants' Association, Manufacturers Association, Soldiers Settlement Board, Association of Municipalities, United Grain Growers, Lumberman's Association, etc. The men appointed from each organization will assist the government in dealing with claims made by debtors as affecting members of their individual organization.

Silent ALAMO Electric Light and Power Plants

Ample capacity for any farm home, also power to operate cream separator, churn, washing machine, water system, fanning mill, etc. Perfectly balanced, no vibration. Complete, compact; built on solid base. All moving parts enclosed. Motor is Automatically controlled. Automatic throttle governor. Also

EMPIRE MILKING MACHINES, (Pulsator has 4-year guarantee).
CREAM SEPARATORS and GASOLINE ENGINES, in all sizes.

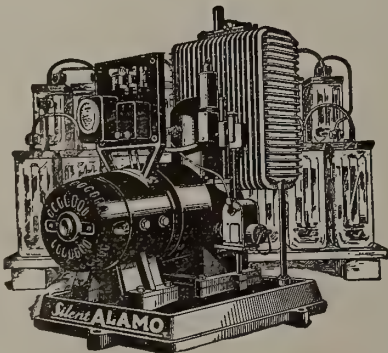
Write for dealers' prices and territory

ROBINSON-ALAMO, LIMITED

140 Princess Street

(Distributors)

Winnipeg, Man.



Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.

BE SURE and send your orders to CATER, and get the business in your district.

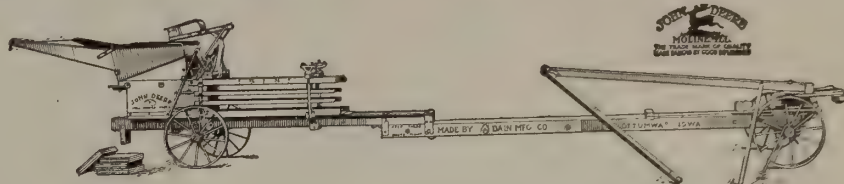
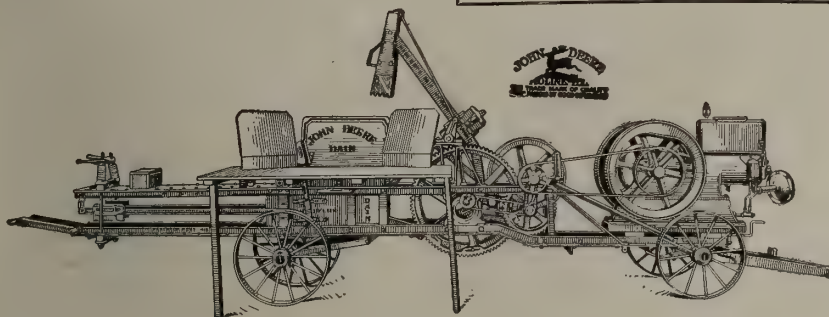
H. CATER, Brandon, Man.

A
TRADE BUILDER
FOR YOU

THE JOHN DEERE

FULL LINE OF FARM IMPLEMENTS

HAY PRESSES
Motor and Horse-Pull
Power



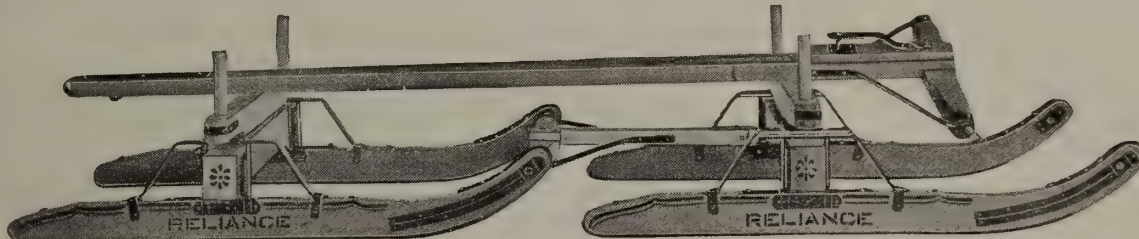
The above illustration gives a faint idea of the JOHN DEERE DAIN two-horse, pull-power press—an all steel, continuous-travel, full-circle press. The plunger makes two strokes to each round of the team. Capacity, three-quarter to one-and-one-half tons per hour. A hay press with many outstanding advantages and not a single point to criticize—supplied with full equipment of sweep tongue, transportation tongue, double-trees, neck yoke, three division blocks, lifting jack, fork, bale hook, wrench and oil can.

On left is John Deere Motor Press shown with engine. This is a really great machine to sell to a man who bales his own hay and does a bit for his neighbors. Its eccentric gears, automatic tucker and improved block dropper make perfect hay bales quickly and at trifling cost. It will pay you to get full particulars of our hay-baling machinery.

John Deere Reliance Farm Sleighs

Best constructed and most durable of winter roadsters. Furnished with either steel or cast shoes. Built of specially selected, carefully seasoned material—well ironed and finished.

Annealed, malleable iron—not cast iron knee, absolutely guaranteed against breakage, with perfect oscillating box extending down the runner, gives the runner a support not found in any other sleigh constructed.



No sleigh will give you such satisfactory returns in satisfied customers and in bringing in new business. Every man who buys a "Reliance" knows instinctively that he has got his money's worth.

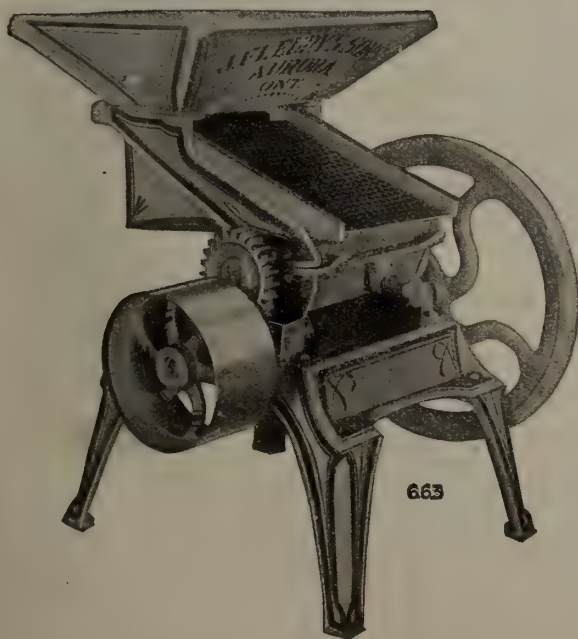
Steel Shoes: No. 20, 2-in. shoe, 6-ft. runner
" " No. 21, 2½-in. shoe, 6-ft. runner.
" " No. 27, 3-in. shoe, 7-ft. runner.
Cast Shoes: No. 23, 2-in. shoe, 6-ft. runner.
" " No. 24, 2½-in. shoe, 6-ft. runner.

MANITOBA JUMPERS: No. 351, less top and foredoors.
No. 352, with foredoors, less top.
No. 353, with top and foredoors.

Get our special literature on these famous John Deere vehicles.

FLEURY TWO ROLLER CRUSHER

with Shaker Screen Attachment

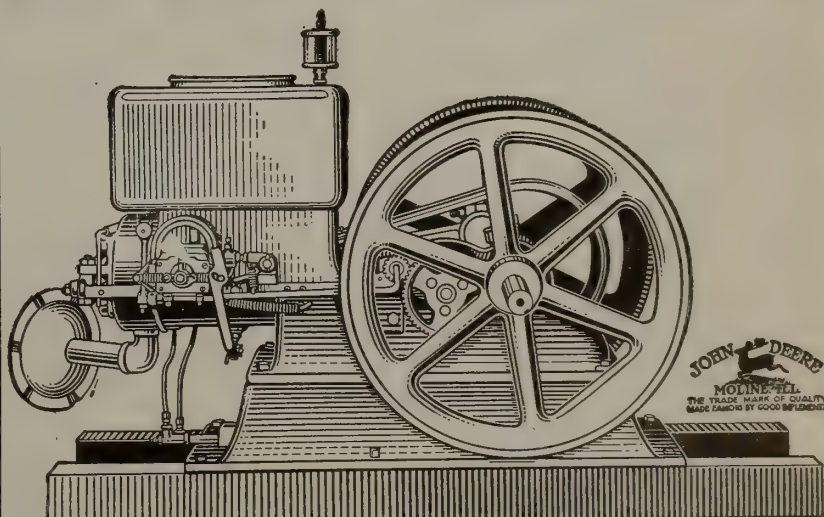


The Screen is agitated so as to feed the grain as freely as may be desired, and not only are stones, bolts, straw and other foreign matter removed from the grain, but there is also a special screen for removing the sand and fine dirt.

This screen is similar to, and as effective as those used on the much larger and more expensive machines.

Write us about this and the "Fleury" "Equal Speed" two-roller machines for Flaking Oats for Horses. With these Flakers, the oats are crimped and flattened—not crushed.

WATERLOO BOY STATIONARY KEROSENE ENGINES



The finest and most reliable engine you can handle. For steady work, economical power and lots of it, you cannot beat this engine. It has few parts and all of them easily accessible. The fuel system provides a steady flow of kerosene or gasoline to be fed to the mixer by a pump located in the mixer body. "Waterloo Boy" is the best all-purpose farm engine on the market.

JOHN DEERE PLOW CO., LTD.

WINNIPEG

REGINA

SASKATOON

CALGARY

EDMONTON

LETHBRIDGE

Backing Up the Salesman

By W.J. Wilson, Sales Manager, Western Steel Products Ltd.

Today it is an important matter for both manufacturer and wholesaler to closely consider the problems of the retail dealer and to make every effort to help the latter achieve increased business and greater economy in distribution. As a link between factory and customer, the success of the dealer has a vital bearing upon the success of the manufacturer.

In a recent address to the Sales Managers' Association, W. J. Wilson, Sales Manager of Western Steel Products Ltd., Winnipeg, gave a most interesting talk on methods that the manufacturer can use to increase dealer efficiency, and also many excellent suggestions as to means the modern sales manager can evolve to assist his sales staff, and through

the men on the road to assist the dealers who sell the products of the firm.

The speaker emphasized the inconsistency of any firm employing first class salesmen, men who are real business builders, and then to nullify their good work in the sales field by not giving them proper sales assistance from the office. No matter how good an impression a salesman may make upon the dealer, no matter how close a sales contact he may create for his firm, the dealer will eventually be alienated from that firm if he does not get proper service.

The great essential in dealer service is that the salesman's order be promptly and accurately dealt with when it reaches the

office. It should be closely checked and filled with absolute accuracy. To ship the wrong kind of goods, or to substitute brands is sure to disappoint the dealer and to alter his conception regarding the service of the firm who does so. Such a procedure means delay and loss to both dealer and manufacturer. And the dealer wants prompt delivery after he places his order, in which both salesman and sales department at the head office plus the shipping department, must co-operate.

The packing or crating of goods is another feature which Mr. Wilson stressed. The shipping condition of the order should be such that the goods will be as easy to handle when they reach the dealer as when they are on the shipping floor at the factory or wholesale house. The invoicing of the goods should be accurate, and whenever

possible adjustments should be made to the satisfaction of the dealer.

Continuing, the speaker pointed out that the modern salesman who was simply an expert in getting orders was but half equipped as regards serving his firm. He must have a business knowledge

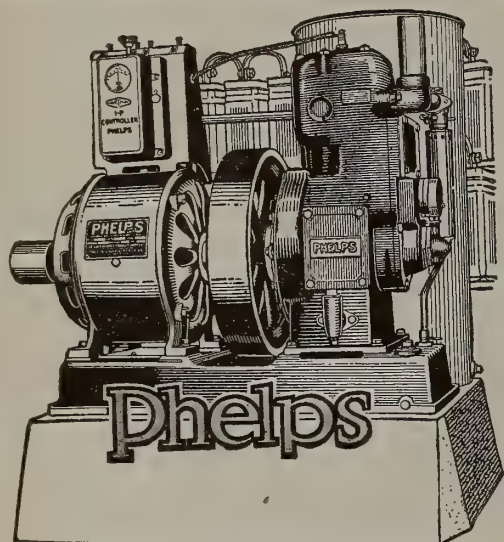


W. J. WILSON

beyond mere selling and should be in a position to advise and assist his dealers as he covers his route. Much depends upon the training the man on the road receives from the sales department at the home office. He must primarily know the line he sells, know the catalogs, and have a close idea of the value of the dealer helps issued by his firm. It is well worth while to give the salesman a thorough course of instruction regarding the publicity and sales development literature his firm uses. Some study of advertising by the salesman increases his efficiency as a sales promoter many fold. He can assist the dealer regarding circulars which the latter sends out to his local trade, can help him plan a campaign in the local newspaper, and can help him in many ways in the art of making an advertisement attractive, compelling and greater in pulling power as regards local sales.

Many of the advertisements now being run in country papers, said Mr. Wilson, are far from effective and do not develop business for the local store or help to increase the demand for the goods advertised. In connection with this alone, the salesman can do much for his firm by helping the dealer improve his advertising, if necessary preparing the copy and layout for his dealer friends.

Yet all the co-operation between salesman and dealer should not be one-sided. The dealer should regard the traveller from



LISTER-PHELPS

Power and Light Plants
At Attractive Reduced Prices

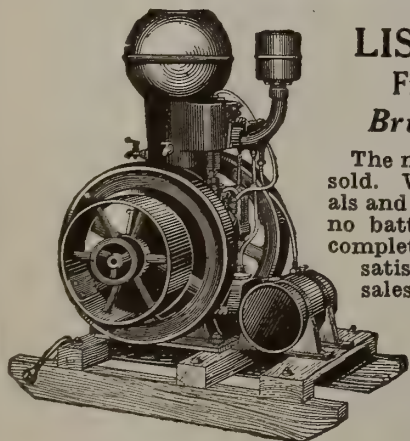
With a reduction of Ten Per Cent. our plants give dealers an unequalled opportunity to secure business. At our new prices you can develop satisfactory sales, and sell a plant that out-classes competition.

**1,000 TO 1,500 WATTS CAPACITY
ADD TO YOUR VOLUME THIS WINTER**

Guaranteed capacity of 50 and 75 lights without battery. In demand for farm use, stores, halls, schools and churches. Simple in design and operation. Economical; easily installed. No switchboard—just a small control box. A lever starts or stops engine, cutting out battery and delivering 3½ h.p. to power pulley. Operate perfectly on gasoline, kerosene or distillate. Send us names and addresses of prospects. We'll help you close sales.

LISTER GRAIN GRINDERS A Fast-Selling Line at this Season Five Sizes: 6 to 12-inch Plates

Guaranteed to grind more feed on the same power than any grinder of the same size on the market. Heavy steel shaft. Extra long bearings give durability and rigidity. Ball-thrust end bearing. Large feed trough. Strong, reversible plates, with worm force feed. Fitted with bagger pulley, and sold with or without base. **PRICES REDUCED 10 PER CENT.**



LISTER FARM ENGINES

Five Sizes:—2, 3, 5, 7 and 9 H.P.

British Built—British Quality

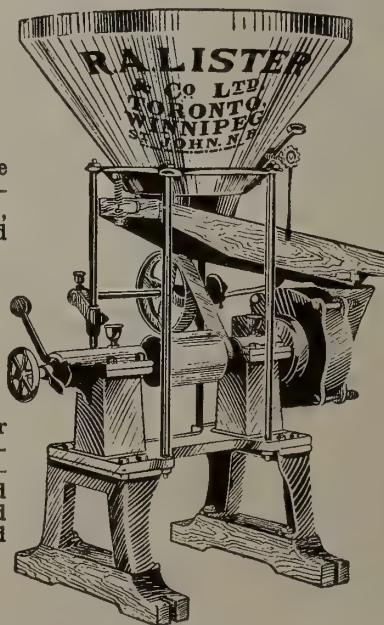
The most reliable and economical farm power sold. Worth more and last longer. Best materials and workmanship. High tension ignition—no batteries. Automatic lubrication. Shipped complete with skids. They sell, stay sold and satisfy the user. Get our latest prices and sales offer.

**GET THE LISTER AGENCY
IN YOUR DISTRICT**

With LISTER Goods you will do bigger business in 1923, with less sales expense. Our contract will interest you. Write today.

The Complete LISTER Line Includes:

"Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister Premier" Cream Separators, Milking Machines, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, etc.



**LISTER ONE-HORSE
PUMPING ENGINE \$59.00**
Retail Price.....

Air-cooled, Four-cycle, 3x3 Complete; Skid-mounted. Weighs 155 lbs. Dependable and economical. Ideal for pumping, operating Cream Separators, etc.

R. A. LISTER & CO. (Canada) LTD.
WINNIPEG, MAN. TORONTO, ONT.

a friendly angle. Too often he is looked upon as a necessary evil, and does not get the courtesy that is his due. Both the salesman and dealer are working towards one end—to improve the retailer's business and to increase the local demand for the goods sent out by the firm the dealer represents. Granted opportunity from the retailer, the aggressive and efficient salesman can prove of great value to his dealer friends in helping them maintain and increase their volume of business.

The arguments which apply to the service rendered the dealer by the manufacturer and wholesaler apply with equal force to the service the dealer gives his customers. He should fill his orders promptly and accurately, carry adequate stocks to assure satisfaction, and if possible a variety to meet individual requirements. In connection with farm equipment lines he should be able to show the customer the economic value of the line, and should stress that value in his advertising. He should use the manufacturers' sales helps and keep a live prospect list for this purpose. He should lose no chance to keep his store and its service before the public. Granted this he will find that he rapidly establishes a reputation and goodwill which will do much to assure his ultimate success.

The Silo On The Dairy Farm

The safety and economy of diversified farming is now being appreciated, for with it there is always a marketable product and an income in the form of cash. A number of good dairy cows will support a large family and supply the running expenses of the farm. Dairy products are now being recognized as our most valuable food since the discovery of vitamins found so plentiful in butterfat.

On the dairy farm the silo and ensilage foods are essential, and dealers in many territories could develop business in this line. The dealer handling silos may be asked by prospects what size of silo is required to feed a certain number of cows. The sizes below give the answer to this question:

It is estimated that 40 pounds of silage will be fed each cow daily, feeding period 180 days. For 240 days increase by one-fourth more.

	Size of silo
10 cows ..	36 tons 10x25 feet
12 cows ..	43 tons 10x28 feet
15 cows ..	54 tons 11x29 feet
20 cows ..	72 tons 12x32 feet
25 cows ..	90 tons 13x33 feet
30 cows ..	108 tons 14x34 feet

35 cows .. 126 tons 15x34 feet
40 cows .. 144 tons 16x35 feet

It takes a power plant to fill a silo, and where can a farmer do better than to buy a tractor for his silo? If he doesn't do this he has to buy a gasoline engine of large horsepower, or a steam engine, either one of which stands idle for the balance of the year, while the additional work he can get out of the tractor gives him a plus value.

By right breeding, by right feeding and care, by cutting out poor yielders, by building or digging silos and filling them with sunflowers, oats or corn, the western cow-owner could double his returns in a very few years, even without increasing—as he should and probably will—the number of his cows.

The creameries of our four western provinces last year sold

31,318,964 pounds of butter for \$11,561,749, as against 28,101,340 pounds for \$15,900,004 in 1920. Receipts from cheese actually rose from \$245,890 to \$318,266, production having nearly doubled—as it might be doubled again and again, by a campaign to increase the small consumption of cheese in the west.

Ford Profits \$5,000,000

The annual report of the Ford Motor Co. of Canada, for the year ending July 31st, last, shows a net surplus of \$12,538,972, which was made up of surplus of \$9,518,934, profit for the year of \$5,006,521, and shipping reserve of \$133,143, making a total of \$14,658,599, from which deductions were made for taxes, of \$20,627 and dividends \$2,100,000.

With total assets of \$25,661,446, the liabilities were \$2,082,551,

with reserves of \$4,040,922. Cash on hand and in bank is \$6,147,715, accounts receivable, \$1,017,192 and inventories, \$4,560,908. Total sales amounted to \$29,273,254.

The output was 45,000 cars and 1,192 tractors for the year, as compared with 46,832 cars and 3,063 tractors for the previous year.

Emerson-Brantingham Managers Met

Branch house managers and salesmen from the branches of the Emerson-Brantingham Implement Co. in the middle western states met recently. A general discussion took place regarding plans for 1923. Reductions in price were reported on several of the company's lines. Prices and terms upon which business will be written for 1923 were released and sales analysed.

Get Acquainted Now with the Famous WHITE "FIRST QUALITY LINE" It Offers Dealers Opportunity Plus Profit

It pays to represent a line of Tractors and Threshers of established reputation and proven dependability. With the White Contract you have the assurance of confidence, goodwill and respect from your customers.

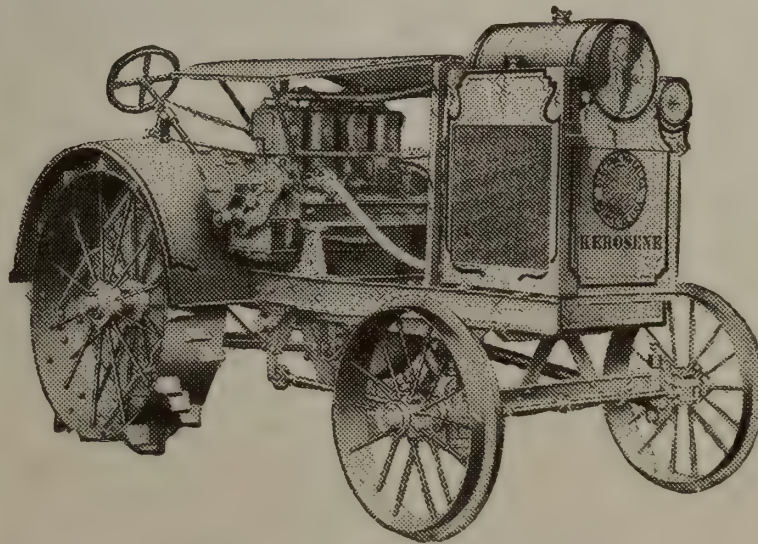
"Challenge" Threshers - - "White" Steam Engines

and the White Allwork Tractor will help you secure greater volume and profit next season. Now is the time to investigate and to secure dealer territory for 1923.

White Allwork Tractors Have Power to Spare

14-28 H.P.

3 to 4-plow capacity



In 1923 Tractors will be sold on the basis of quality and economy. Behind White Allwork Tractors is 18 years' experience in design and construction. With ample power for the average farm, they give trouble-free operation at minimum cost.

*Economical for Every
Job on the Farm*

Assures Permanent, Satisfactory Tractor Business

The Allwork Motor is built especially for heavy tractor duty and uses kerosene perfectly. Four cylinder design, 5x6", each cylinder cast separately. Allwork design throughout is very accessible. Roller and ball bearings eliminate power loss. A remarkable percentage of the engine power is delivered to drawbar. All gearing enclosed and automatically

oiled. Excellently adapted for belt work, for the 13 3/4 x 7 1/2" belt pulley is right in line with the crankshaft, and is mounted on Hyatt bearings. Three speeds forward, one reverse. Easy control; auto type steering device. Special oiling system and high-tension magneto ignition.

Write for Full Particulars and Attractive Dealer's Sale Plan

GEORGE WHITE & SONS CO. LIMITED

BRANDON, MAN.

MOOSE JAW, SASK.

SASKATOON, SASK.

The Importance Of Good Seed

By G. H. Woolley, Hyatt Roller Bearing Company

In modern farming, while proper soil preparation, plowing and tillage are of great importance, these things will not in themselves bring forth a 100 per cent. yield. A great deal depends upon seed selection, and no farmer can afford not to spend time in this means of materially increasing his yields. At very reasonable expense he can get a grain cleaner and grader that will repay its investment as rapidly as any unit in modern farm equipment. A bin of grain can be likened to a large herd of ranging cattle, superior individuals can be selected from each. In-

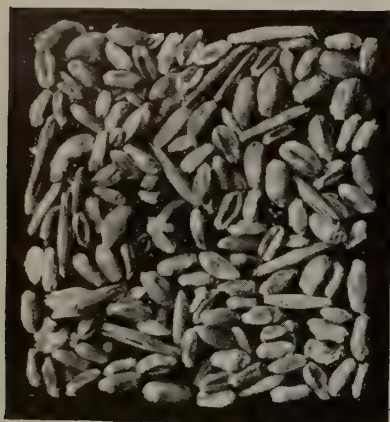


Fig. 1

Wheat As Taken From the Separator.

dividual kernels of grain vary as much in ability to produce good or poor offspring as do individual animals. A well-rounded kernel, full in size, contains a larger quantity of meat, or plant food, which will enable it to nourish a young plant and give it a better chance toward life than will a small shriveled up kernel. Especially is this true should a drought set in soon after planting.

Figure No. 1 represents wheat as taken from the separator. The foul seed it contains is quite evident. Besides the wheat we find *Avena fatua*, or, in other words, wild oats—a great pest, especially in the grain fields of the north-west. There are seven other foul seeds found in this wheat, all of them bad, particularly the *Agrostemma githago*, or better known by its common name of corn cockle. The weed is an annual, propagates by seeds during July, and is very poisonous, a very little of it lowering the market grade of the wheat to a great extent.

We also find the weed *Polygonum convolvulus* (wild buckwheat), *Brassica arvensis* (Charlock), *Ambrosia artemisiifolia* (Ragweed), said to be the cause of "hay fever," *Setaria glauca* (yellow foxtail), *Persicaria jun-*

catata (dotted smartweed), and *Lychnis alba* (white cockle), quite a formidable list, and yet it is quite common to find all these weed seeds mixed with the grain; nor is it necessary to have this foul seed in our wheat in any great quantities to cause trouble, for where weed seed like Charlock, which produce as many as fifteen thousand seeds in a single healthy plant, is found in the wheat it can readily be understood the condition that our wheat fields would soon be in providing nothing was done to curb such pests.

Many methods are suggested as regards weed control, but to sow clean seed is most important of all. It is not sufficient to clean the foul seed out and use the grain as shown in Fig. 2, for seed. There are too many shriveled grains and too many broken to give good results.



Fig. 2

Weed Seeds Removed But Many Shriveled Grains Remain.

Figure No. 3 shows the wheat which has been separated to be used as seed, kernels all uniform in size, heavy and well filled, denoting a vast store of plant food. The per cent. of grains which germinate when using large, well-filled heavy kernels is so much greater than when using smaller, shriveled grains that it is folly for the business farmer of today to neglect the selection of seed, the very best he has.

The United States Government estimates that seven hundred million dollars (and that's a lot of money) is lost each year to the farmers through foul seed. It's a case of the survival of the fittest and the weed, if left unchecked, will kill the young plant shoots every time. Therefore, to secure a good standing of grain, it is necessary that man step in and lend a helping hand to the grain.

Improvement can be effected only by eliminating the poorest and breeding from the strongest, hence there is much reason for selecting good individual grains for seed. An increase of from

ten to twelve bushels of grain per acre can be expected of seed grain when properly selected. The wheat seed shown in Figure No. 3 was separated from the whole by means of a small sized grain cleaner and grader, and no machine on the farm will pay for itself so quickly or return greater dividends than will a machine of this nature. Apart from this such a machine helps the farmer market clean crops and to conserve his dockage for feed.

The British Implement Industry

Howards, Bedford, are listing their walking plows at \$48.00, their 7-foot discs at \$110, and 9-tine cultivators at \$78.50.

The Lion Engine Co., Ltd., are selling their 1½ h.p. engine to the trade at \$100, their 3½ to 4 h.p. models at \$225. Rated 8 h.p. engines are quoted at \$450.

The Fairbanks-Morse Co. Ltd., 87 Southwark St., London, are advertising their 1½ h.p. gasoline engine at \$78.50.

R. A. Lister & Co., Ltd., Dursley, are announcing reduced



Fig. 3.

Well-Graded Seed Like This Will Produce Bumper Crops

prices on their line of farm engines.

Portable elevators are being quoted in England at prices ranging from \$222 up.

Wallace (Glasgow) Ltd., report a great demand for their single sleeve-valve air-cooled 3 h.p. engine, which sells for \$250.

Marshall, Sons & Co., Gainsboro, England, report that their new all steel threshing machines have a capacity for over 830 bushels of wheat in a ten-hour run.

Hart-Parr tractors are being sold in Britain by the British Hart-Parr Co., Peterborough. The Hart-Parr "20" is listed at \$1,175, the "30" at \$1,475. The company also distribute the Hoover potato digger.

The "Implement & Machinery Review," London comments upon the heavy demand this year for small threshers, which are very popular in England. The

continual wrangling between farmers and threshing contractors in that country has led to a great many men investing in individual outfits.

Great interest is evident in the United Kingdom in ensilage machinery and silos, as farmers are in favor of ensilage in view of the high cost of producing root-crops.

The Scottish tractor trials were held at Dalkeith, near Edinburgh, from October 17th to 20th.

In a demonstration of drainage machinery, held during September, near St. Albans, Herts., Case Tractors were used to operate the "Revolt" excavators and the Wells Mole plow, a 22-40 h. p. Case cutting drains 14 inches deep with the latter implement.

Wilder & Sons, Crowmarsh, have developed a tractor roller, which is illustrated in the Implement & Machinery Review. This implement has three rolls, two small surface rollers following the main roller giving a surface worked of 15 feet.

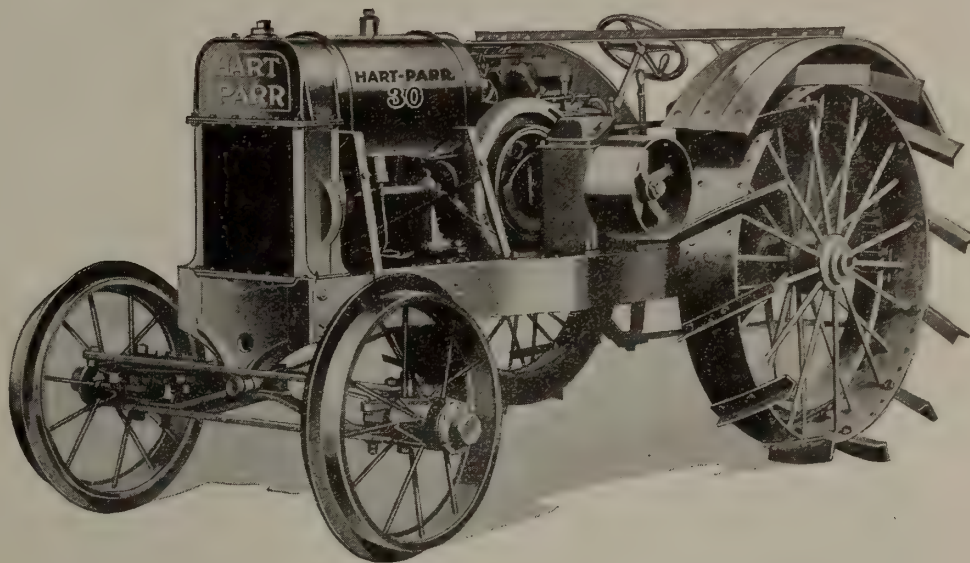
The Power Farm Supply Co., Coventry, are handling the chain track equipment for Fordson tractors as manufactured by the Bates Machine & Tractor Co., Joliet, Ill.

Our British contemporary states that owing to the wet season this year and the need for speed in harvesting, the farmers in Great Britain have made good use in hauling their binders. This is not generally done, as farmers seemed to have had difficulty in cutting square corners.

The drop in prices of farm produce this season has adversely affected the British implement trade, although wheat is selling at over a dollar per bushel. The European demand for British machinery is greatly affected by the currency question, as the exchange is against business. Manufacturers complain of German competition—the Germans selling plowing tackle at prices no British maker can meet. This is easily understood when one considers that the mark has been anything from 8,000 to 10,000 to the pound, which at normal exchange is \$4.86. We can scarcely see how international trade can be developed by such dumping following manipulated currency. The colonial demand for machinery and that from South America, has been good. Disc harrows are now proving extremely popular in Great Britain, and farmers realize their value as a tillage tool. Engine trade has been quiet, while in the tractor business only the firms who are offering the farmer easy terms of payment are enjoying a satisfactory volume.

STABILITY IN BUSINESS

The
Improved
Hart-Parr
"30"



Guaranteed
to Burn
Kerosene
Satisfactorily

Through the Hart-Parr 1923 Dealer's Franchise

Choose It for Permanence and Profit

Many dealers have handled Hart-Parr Kerosene Tractors continuously for ten, fifteen or more years. Any of them will testify that no other line offers greater permanency and profit. Investigate the **1923 Hart-Parr Dealer's Franchise**. We have never written a more liberal contract. It guarantees you exclusive territory sufficient to assure volume sales, discounts more liberal than ever before, and assures you of sales, advertising and service assistance.

An Extensively Improved Tractor

Our Challenge

We challenge anyone to prove a case in which the owner of a Hart-Parr Kerosene Tractor was obliged to use gasoline in place of kerosene so as to develop its rated horsepower.

Extensive improvements on all Hart-Parr Kerosene Tractors have been brought out this fall. Our improved models lead the industry in design, surplus power, simplicity, durability, performance and the ability to burn kerosene successfully under any and all conditions.

You can dominate the kerosene tractor trade in your locality by handling the Hart-Parr line. Hart-Parr Kerosene Tractors are the choice of thinking farmers everywhere because they are built right and give lasting satisfaction.

We rest our case with our successful dealers and satisfied owners. Write us to-day for names and addresses. Get in touch with them personally and be convinced beyond question.

HART-PARR COMPANY

Founders of the Tractor Industry

636 Lawler Street

Charles City, Iowa

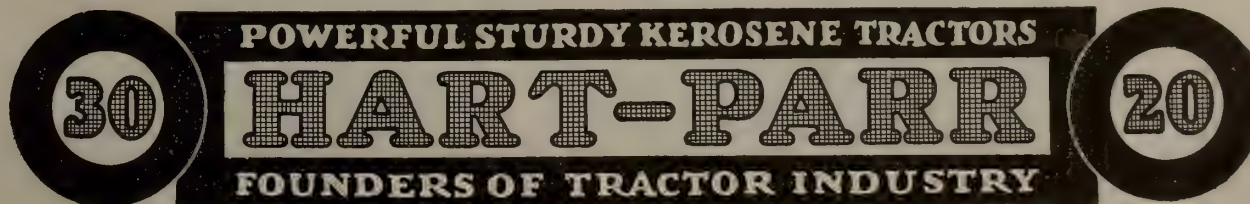
Distributed in Canada by:

Hart-Parr Company, Branch, Regina, Sask.
John Goodison Thresher Co., Sarnia, Ont.
United Engines & Threshers, Calgary, Alta.
Barney Baker Company, Ltd., Regina, Sask.

Barney Baker Company, Ltd., Winnipeg, Man.
SUB-DISTRIBUTOR, SALES AND SERVICE
F. N. McDonald & Co., Ltd., 156 Princess St., Winnipeg,
Manitoba.



Many of the old Hart-Parrs that plowed the virgin prairies of the Northwest are still in use today. The great grand-daddy of all Tractors was old Hart Parr No. 1, built in 1901.



Operates Self-Feeder With 1½ Inch Belt

One of the sensations of the year in the threshing machine line, and one that has created a great deal of interest, is the Hart New Model Self Feeder, manufactured by the Hart Grain Weigher Co. This machine, while it embodies the very latest idea in feeder construction, is not experimental in any way, as it has been on the market for two years, and has absolutely made good from coast to coast, and from southern Texas to the most northern parts of Canada. The bands are cut by a new cutting device which could neither be termed a rotary nor a crank-shaft style, as it embodies absolutely new principles which it is claimed overcomes the disadvantages of the two older types.

At some of the Middle Western Fairs, the makers of the Hart New Model, displayed some 1½-inch rubber belts, which had been used for from one to two weeks, to operate Hart New Model

Self Feeders. The narrow belts were simply furnished to the farmers with the request that they put them on their feeders and make reports as to how successful they were. The remarkable thing about it is, the

The New International Gear-Drive Tractor

The International Harvester Co., are now announcing their new 15-30 h. p. tractor, which will be of interest to the fifteen



The New Hart Feeder Operates with 1½-inch Rubber Belt.

company state that these belts showed practically no wear. Although it had heretofore been considered necessary to have a 5 to 8 inch belt to operate self feeders, the Hart people seem to have struck just the right idea in the Hart New Model, which not only combines lightness of draft, but most even feeding, and is sold under the guarantee to feed the separator to full capacity, to feed it evenly, without slugging or overloading it. The illustration shows one of the machines being operated with the narrow belt. The Hart Grain Weigher Co., of Peoria, Ill., say that they will be glad to send full information.

thousand International dealers located all over North America. Every part of this new International 15-30 is accessible to allow quick adjustment and repair. The engine design is stated to embody the best modern practice, the engine block simply acting as a frame for the parts. The cylinder sleeves, valve tappet guides, main bearings and camshaft bearings are all easily replaced.

Some of the leading features in this new model in the International line are the single unit frame, composed of the solid casting running from radiator to rear axle. This frame design should give rigid strength and

service. The frame forms an oil-tight, dust-proof casing for practically the entire mechanism.

In the 4½ x 6 inch valve-in-head motor, removable cylinder sleeves are provided, these sleeves being machined all over. Long close fitting pistons have four compression rings. The connecting rod and camshaft bearings are bronze-backed and babbitt lined while in the two bearing crankshaft, heavy-duty ball-bearings greatly reduce operating friction. In the casing inspection hand holes permit easy access to all engine bearings.

A single unit high-tension magneto takes care of the ignition, an impulse starter being provided. The power is transmitted to the drive wheels by a spur gear final drive, running in an oil bath; thorough protection from dust and dirt is assured in the design. The new International 15-30 has three forward speeds, 2¼, 3 and 4¼ miles per hour. The three mile speed is used for plowing.

Another noticeable feature is the heavy and large flywheel, with most of the weight on the rim, giving effective action in carrying sudden overloading and assuring steady engine operation. A dry disc clutch with large bearing surfaces is used so as to ensure smooth starting under maximum load. The splash system of lubrication is supplemented by a gear pump driven from the camshaft, which forces a supply of oil to all working parts of the engine. A visible pressure gauge shows the oil pressure.

The regular equipment, furnished with the new 15-30h. p., includes:—Throttle governor, fenders, platform, large belt pulley, adjustable drawbar, angle lugs, water air cleaner, magneto and brakes, also an alemite grease system. As extra equipment, power take-off ice lugs and spiral lug equipment are available, also three-inch high skid rings for the

OLD COUNTRY FOR CHRISTMAS AND NEW YEAR

Canadian National Railways
WILL OPERATE

SPECIAL TRAIN

LEAVING

WINNIPEG, 10.30 A.M. DEC. 7

TO SHIP'S SIDE, HALIFAX
FOR SAILING OF

S.S. "MEGANTIC" TO LIVERPOOL

DECEMBER 10, 1922

S.S. "ANDANIA" TO LIVERPOOL

DECEMBER 11, 1922

S.S. "CASSANDRA" TO GLASGOW

DECEMBER 11, 1922

SPECIAL SLEEPING CARS FROM POINTS
Edmonton, Calgary, Saskatoon
and Regina

THROUGH

TOURIST SLEEPING CARS

FOR FOLLOWING SAILINGS

S.S. "CANADA" (MONTREAL) NOV. 18

S.S. "ANTONIA" (MONTREAL) NOV. 18

S.S. "METAGAMA" (MONTREAL) NOV. 18

S.S. "AUSONIA" (MONTREAL) NOV. 23

S.S. "REGINA" (HALIFAX) DEC. 3

S.S. "CANADA" (HALIFAX) DEC. 16

*S.S. "METAGAMA" (ST. JOHN) DEC. 15

*Passengers transfer at Moncton

FULL INFORMATION FROM ANY AGENT

CANADIAN NATIONAL
RAILWAYS

These Prices Assure Cutter Sales

We have in stock a limited quantity of

TUDHOPE

Open Portland Cutters with High Door and Shafts

No bigger value will be quoted at the price shown. We also have a few JUMPERS, with High Door, Less Shafts, High grade jobs at a price that will sell.

JUMPERS, a limited number, with High Door and Top, Less Shafts.

Sold to DEALERS ONLY at following prices:

TUDHOPE OPEN PORTLAND CUTTERS, WITH HIGH DOOR, AND SHAFTS	\$50.00
JUMPERS WITH HIGH DOOR, LESS SHAFTS	\$35.00
JUMPERS, WITH HIGH DOOR AND TOP, LESS SHAFTS	\$45.00
ADJUSTABLE POLES	\$12.00

The above are subject to 2¼% Sales Tax. They will not last long at this special price. Rush your orders AT ONCE.

TERMS CASH

F. N. McDONALD & CO.

156 Princess Street

WINNIPEG, MAN.

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The **STOVEL CO. Ltd.**
A Complete Printing Service

BANNATYNE AVE. WINNIPEG

front wheels, speed lugs, extension angle lugs and rear wheel over tires.

Leading Specifications

The New International 15-30 gives a guaranteed belt and draw-bar horse-power of rating. The engine speed being 1,000 r. p. m. The engine is $4\frac{1}{2} \times 6$ inches, with a 19×8 inch pulley, giving a belt speed of 3,000 feet per minute. The pulley speed is 595 r. p. m. The front wheels are 34×6 inches, the rear drivers 50×12 inches. The wheelbase of the tractor is 85 inches, length being 133 inches, width 67 inches, and height 58 inches. The turning radius is given as 15 feet. The large kerosene tank holds 16 gallons, with tank capacity for one gallon of gasoline. The water tank for fuel mixture contains 9 gallons. The control levers are within convenient reach of the operator, who has a 33×52 inch platform. The approximate shipping weight of the new tractor is 5,400 pounds.

Last August the International 15-30 was tested, the kerosene fuel used weighing 6.75 pounds to the gallon. During a 31 hour test at the University of Nebraska, the engine used $3\frac{1}{2}$ gallons of Mobiloil. During the run no adjustments or repairs were necessary. The tractor developed a maximum of 20.05 h. p. on the drawbar, and 32.86 h. p. on

the brake. In a ten hour rated road test it developed 2,107 pounds pull at 15.35 h. p. The speed was $2\frac{3}{4}$ m. p. h., and 2.466 gallons kerosene were used per hour.

The Supply of Sisal Fibre

Discussion is evident in the binder twine industry as to the



Threshers leaving Winnipeg Branch of Minneapolis Steel & Machinery Co.

situation in regard to the supply of Mexican sisal fibre, for the present manufacturing season. The "Cordage Trade Journal" points out that the low prices paid growers in Yucatan, together with the operation of the law of that State to restrict production, have resulted in restricting production so seriously that there will be a very real scarcity of Mexican sisal fibre for the manufacture of binder twine.

Our New York contemporary says:—"Reports come from

Yucatan to the effect that the price to be paid to growers of sisal fibre is to be increased in December, and that the Governor of the State has promised the increase to the planters. Should such an increase be made, the difference could be absorbed by the Comision Exportadora de Yucatan, or it could be passed on

A Winnipeg Branch House

The accompanying illustration shows the freight yard of the Winnipeg branch of the Minneapolis Steel & Machinery Co. The company have large office and warehouse space and a showroom at their Winnipeg headquarters. John Gibney, manager of the branch, reports good business during the past season, their stock of threshers having been completely sold out. The factory at Minneapolis are planning to increase production considerably for 1923.

Irish Raise Embargo

As a result of a meeting with representatives of the Irish Farmers' Union, the Dail Eirann Trade Department recently rescinded the order prohibiting the importation from England of plows and various implement and machinery parts required for flax-growing, harvesting and scutching. It will be recalled that in April last year a general order was issued by this "Department" prohibiting the importation of British-made implements and machinery.

RETURN FLUE

Spells the Difference Between This PERFECTED TANK HEATER

and the Ordinary Make

The smoke flue is located directly over the fire. When the fire is kindled a strong instantaneous and lasting draft is created because the Flue above is immediately heated. The draft is easily controlled by a slide damper in the fuel door.

Burns Wood, Coal or Cobs.

A Good Profit Producer for Dealers

Write Today for Full Particulars

Western Steel Products Limited

WINNIPEG
Man.

REGINA
Sask.

CALGARY
Alta.

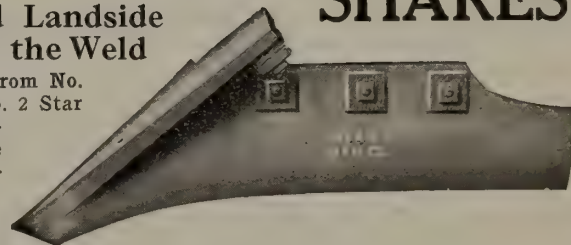
EDMONTON
Alta.

No Matter What Plow You Sell
There's Nice Net Profits Handling



A Reinforced Landside
Strengthens the Weld

Made by specialists from No. 1 Soft Centre and No. 2 Star Steels, they fit equally as well as the originals. Fitted complete with bolts.

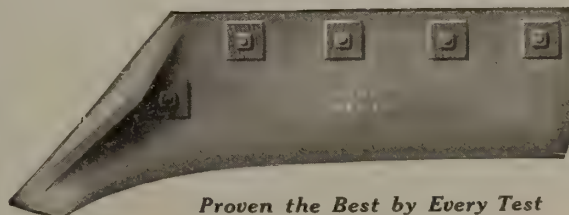


STAR
FITTED
SHARES

There is a Type for Practically Every Plow

No matter what make of plows are used in your territory you can supply a Star Share to suit. Guaranteed perfect in quality, fit and finish. Sell them—give prompt service and add to your prestige.

Get the Agency in Your Town



Proven the Best by Every Test

Size up your demand. Place your requirements for Spring delivery with the nearest Jobber listed. Pave the way for big business in 1923 by handling this line.

JOBBERS

Wilkinson-Kompass Ltd.,
Winnipeg

F. G. Wright & Co.,
Winnipeg.

J. H. Ashdown Hardware
Co., Winnipeg, Saskatoon & Calgary.

Western Implements,
Limited, Regina.

Metals Ltd., Calgary &
Edmonton.

Western Canada
Hardware Company,
Lethbridge

Star Manufacturing Company
Carpentersville, Ill., U.S.A.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelop. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

H. Y. S., Sask.—Repairs for the Studebaker wagon are not carried in Canada. Write the Studebaker Corp. of America, 411 Washington Ave., N. Minneapolis.

W. L. R., Sask.—Colthorp & Scott, Medicine Hat, manufacture a stubble burner which would prove effective for the requirements you outline.

M. Bros., Sask.—The Cockshutt Plow Company handle repairs for the Renfrew cream separator. Write their branch at either Regina or Saskatoon.

M. H., Man.—Repairs for the "Oxford" plow can only be had from the makers, the Belcher & Taylor Agricultural Tool Co., Chicopee Falls, Mass.

C. H., N. D.—The following firms are the leading in Canada manufacturing farm wagons:—Adams Wagon Co., Brantford, Ont.; Massey-Harris Co., Toronto, Ont.; John Deere Plow Co., Weldon, Ont.; International Harvester Co., Hamilton, Ont.; Tudhope-Anderson Co., Orillia, Ont.; Woodstock Wagon & Manfg. Co., Woodstock, Ont.; Petrolia Wagon Co., Petrolia, Ont.; Dominion Road Machinery Co., Goderich, Ont.; Bruce Agr. Works, Teeswater, Ont.; A. B. Greer, London, Ont.

T. A., Sask.—The "Admiral" hay baler is not handled in the Canadian West. Parts can be had from the Admiral Hay Press Co., Kansas City, Mo.

R. & N., Sask.—This firm require repairs for a walking plow with beam numbered 1864. Can any reader identify this make of plow?

W. O., Man.—Repairs for the Edwards farm motor can be had from Henry Rustad, 416 Corydon Ave., Winnipeg.

F. W., Man.—The Railway Act authorizes railway companies to enter upon adjoining farm lands for the purpose of erecting snow fences, which they

may maintain between the first of November to the first day of April. If, however, the company does any damage to your land, it is liable therefor to you as owner.

C. A. C., Man.—Repairs for the "Little Jumbo" gasoline engine are carried by the Tudhope-Anderson Co., Princess St., Winnipeg.

H. Bros., Sask.—A wheel boxing, 2½ x 3½, for a "Mandt" wagon can be had from the John Watson Manfg. Co., Winnipeg, who carry repairs for all Moline implements.

E. & G., Sask.—The Hallock-Janesville weeder was formerly manufactured by the Janesville Machine Co., Janesville, Wis. Parts can be had from the Samson Tractor Co., Janesville, Wis.

H. A., Man.—Part XII2 is a hub for a No. 3 harrow cart made by the John Deere Plow Co. You can get part from the Winnipeg branch of the company.

J. G., Man.—Repairs for Thompson plows can be had only from the Thompson Plow & Engine Works, Beloit, Wis.

C. E. C., Sask.—The Bain Wagon is manufactured in the United States by the Bain Wagon Co., Kenosha, Wis. The parts of the Bain wagon as made by the Massey-Harris Co., are in many cases adaptable to the American Bain wagon. Write the nearest branch of the Canadian company.

T. W. T., Sask.—The address of the company is: The W. D. K. Stooker Co., 310 McIntyre Blk., Winnipeg, Man. Information can be had from them direct.

A. & C., Sask.—Repairs for the Fuller & Johnson plow are carried by the T. Eaton Co., Winnipeg. We asked them to trace your order.

A. H., Man.—The following buggy makers might be able to give you the required information:—The Mount Forest Carriage Co., Mount Forest, Ont.; Montreal Carriage Works, Montreal; Nova Scotia Carriage Ltd., Amherst, N. S.; Trudeau Carriage Co., Montreal; Granby Carriage Co., Granby, Que.; I. Simpson Manfg. Co., Brantford, Ont.

T. & H., B. C.—There is no 6 inch cast plow share with a "3" cast on bottom. Is this a 6 inch share? The Janesville Machine Co. have a 16-inch cast share with this mark. If this is the size you can get replacement share from D. Ackland & Son, Winnipeg, or from the John Watson Manfg. Co., Winnipeg.

M. O. R., Sask.—We regret that we cannot trace the maker of a farm engine with cylinder head marked JS3. Can

any reader identify this engine?

W. K., Man.—"Superior" forgings are manufactured by J. H. Williams & Co., 36 Richards St., Brooklyn, N. Y.

W. C. B., Alta.—The wagon you mention is made by the Smith Manfg. Co., LaCrosse, Wis. Its name is the "Pioneer." We have forwarded your order to factory as the company carry no parts in the Canadian West.

T. McK., Alta.—Repairs for a "Champion" potato digger can be had from the Anderson-Roe Co., 162 Princess St., Winnipeg.

B. Bros., Sask.—Flour mills to operate by 10 to 20 h.p. can be had from the Canadian Fairbanks-Morse Co., Winnipeg, who will send you full details. Parts for the Turner-Simplicity tractor can be had only from the makers, the Turner Manfg. Co., Port Washington, Wis.

E. & Co., Sask.—Parts for a No. 3 Sharples separator can be had from Bruce-Robinson Supplies Ltd., Moose Jaw, Sask. In Manitoba parts for this line are carried by the Breen Motor Co., Winnipeg; in Alberta by Bruce-Robinson Distributors Ltd., Calgary; in British Columbia by the Bruce-Robinson Electric Co., Vancouver.

M. M. L. Co., Man.—Repairs for a "Chore Boy" portable engine can be had only from the Associated Manufacturers Co., 212 Third Ave., N., Minneapolis.

W. F., Man.—Replacement Hyatt roller bearings can be had from the Bearings Service Co., 327 St. Mary's Ave., Winnipeg.

A. & R., Sask.—We cannot locate make of plow with wheel boxings DO6. There is a 16-inch Moline plow with share FCIO, but not "FG" 10. The plow may, however, be an old type Bradley, now obsolete. We believe it may be an old type of plow to which a Moline share has been fitted. Are the other casting marks HF or HX?

J. H., Man.—For pitless scales apply to the Canadian Fairbanks-Morse Co., Winnipeg, or the John Watson Manfg. Co., Winnipeg.

M. Bros., Sask.—The "Dominion" Pitless scale was formerly made by the Crown Scale Co., Sherbrook, Que., and sold by the Canadian Fairbanks-Morse Co. Parts can still be had from the latter company, but complete scales are no longer available.

L. & B., Sask.—Rear wheels for a Fish (not Fisk) wagon, can be had from the Bain Wagon Co., Kenosha, Wis.

D. V. R., Sask.—Grinder with plates U and V, both stationary, is a Stover type. You can get the parts from the Stover Engine Co., Brandon, Man.

J. W., Alta.—Parts for the "Old Hickory" farm wagon can be had only from the Kentucky Wagon Co., Louisville, Ky.

R. C. R., Man.—You can get parts for the "Toronto" engine from Robinson-Alamo, Ltd., Princess St., Winnipeg.

Millard's Implement Directory For 1922

We have received the 1922 edition of Millard's Implement Directory from the publishers, the Implement and Tractor Trade Journal, Kansas, City, Mo. This standard publication, covering over 600 pages, contains a complete list of jobbers and manufacturers of farm implements, vehicles, tractors and all farm equipment as produced in the United States. In the manufacturers section the directory lists by their trade names the various lines of implements and machines, showing the name and address of the manufacturer.

The various classifications of machines are of great help to dealers in obtaining the repair service for parts, and in every respect the book is up to date, covering both old and new machines.

Type "F" Feed Grinders

The Canadian Fairbanks-Morse Co. report a good demand for their line of Type "F" low down plate grinders. This grinder, made from 6 to 12 inch plate sizes, is of strong construction and is said to do excellent work. The plates are the flat, reversible type, the main shaft having a ball thrust bearing. A shaker-screen removes straws, stones, etc., from the grain, and a hand lever gives instant separation of plates in case of slowing down. The design of this grinder, states the company, is such that the plates are always kept in perfect alignment. Ample bearing surface is a feature and baggers are furnished for all sizes. The company report that they are offering a very attractive price and discount on their grinders this season.

Imperial Erecting Huge Refinery

The new \$2,500,000 oil refinery which the Imperial Oil Company, Limited, are building in East Calgary will be on a truly colossal scale. The storage tanks, of which there will be seven, will each be of 80,000 barrel capacity, measuring 120 feet in diameter by 42 feet in height. Between 5,000 and 6,000 tons of steel plates will be needed for these tanks alone.

Tractor Company Report Good Year

The Twin City Company, who sell the products of the Minneapolis Steel and Machinery Co., recently reviewed their business for the past year. The management report that they have about two and one half times as many dealers as last year and that as a result a great increase in business is evident. Not only have their dealers shown splendid sales ability, but the company state that their tractors and threshers have given excellent performance. They have accordingly determined upon a much larger production.

The company are practically sold out of entire production, but the machines being turned out will meet present demand. In their report they say:

"Our dealers will recognize that this is an ideal condition for the company to be in; and with the increased production program for next year's supply is assured."

EXCURSION FARES

TO

EASTERN CANADA

ON SALE

Dec. 1, 1922 to Jan. 5, 1923

RETURN LIMIT

THREE MONTHS

Tickets Good in Standard or Tourist Sleepers on Payment Berth Carriage.

STOPOVERS WITHIN LIMIT.

VANCOUVER VICTORIA

NEW WESTMINSTER

ON SALE

Dec. 5, 7, 12, 14, 19, 21, 26, 28, 1922.
Jan. 2, 4, 9, 11, 16, 18, 23, 25, 1923.

Feb. 6, 8, 1923.

RETURN LIMIT

APRIL 15, 1923

STOPOVERS WITHIN LIMIT

TWO TRAINS DAILY

OLD COUNTRY FOR CHRISTMAS

EXCURSION TICKETS TO ATLANTIC PORTS IN CONNECTION WITH STEAMSHIP TICKETS ON SALE DEC. 1, 1922 TO JAN. 5, 1923. RETURN LIMIT THREE MONTHS

ST. JOHN - HALIFAX - PORTLAND

FOR INFORMATION ASK THE AGENT

CANADIAN PACIFIC



Reach Every Tractor, Implement and Farm Equipment Dealer in the Canadian West Through

Serves Every Unit in the Trade in Canada's Greatest Sale Territory

CANADIAN FARM IMPLEMENTS

Western Canada's only Implement and Tractor Trade Journal

An Exclusive Dealer Field One Magazine—One Advertisement—Once a Month

Regular Trade Advertising Creates Sales Opportunities And Lowers Your Sales Costs

Tractors and Farm Implements must be sold and kept sold during their period of usefulness. Only the dealer can do this. Consumer support is of little value without Dealer Co-operation.

Upon dealer organization often rests failure or success. No manufacturer has a perfect or a permanent, unchangeable dealer organization. Hence the importance of continuous advertising to the trade. What are your plans?

Our Subscribers sell Equipment to over 320,000 Farmers

They Handle:

Tractors
Tractor Implements
Threshers
Tillage Implements
Stationary Engines
Electric Lighting Plants
Cream Separators
Milking Machines
Barn Equipment
Washing Machines
Pumping Equipment
Water Supply Systems
Harness
Hardware Lines
Implement Specialties
Haying Machinery
Harvesting Machinery
Vehicles and Sleighs
Wagons and Trucks
Automobiles
Auto Accessories
Motor Trucks
Fuel Oils, Machine Oils, Greases, etc.

The Co-operation and Sales Efficiency of our Readers can assist you develop Bigger Business.

Manufacturers find it harder to keep their dealer organization intact. So do Jobbers. Yet better dealers are required than ever before. Proper dealer morale, aggressive interest in your goods, cannot be obtained without a constant advertising appeal.

To create prospects the farm press will assist you. But what good are prospects which cannot be handled locally?

One good, aggressive dealer to-day is worth a hundred consumer prospects.

Advertising Rates and Distribution of Circulation Will be Sent Upon Request

Profit by Created Confidence



CONFIDENCE is the foundation of business. The volume of trade that you may do is determined by the volume of public confidence you enjoy. Given confidence and proper business methods your possible turnover is limited only by the purchasing power of the consumers you reach.

But confidence is hard to create. It costs money, time and effort and back of these there must be quality products and honest men. It is the most costly part of a business structure and the most easily destroyed. One mistake, one inferior lot of goods, may cost the dealer the confidence he has developed in years of constructive selling.

Advertising has been proven to be the most effective and economical means of creating confidence. The public confidence necessary to the success of the largest industries has been gained through advertising. This confidence is an existing sales force that you can use by simply connecting up with it.

When you feature goods advertised in The Nor'-West Farmer you add to the confidence you already enjoy, you profit by the confidence your customers have in advertised goods and benefit by the confidence this paper has earned in forty years of service to western farm homes—almost 80,000 now.

Buyers of advertised goods are repeat customers. You hold their confidence by supplying them with goods they know. You can protect and strengthen the structure of confidence you have built by handling advertised lines.

**The Nor'-West
Farmer**
The Pioneer
Farm Journal of
Western Canada
WINNIPEG

Free Dealer Service

A monthly letter reviewing current advertising and discussing retail problems is mailed free to the retailers of Manitoba, Saskatchewan and Alberta. If you are not now on our list your request secures this free service.

CANADIAN FARM IMPLEMENTS

VOL. XVIII., No.12

WINNIPEG, CANADA, DECEMBER, 1922

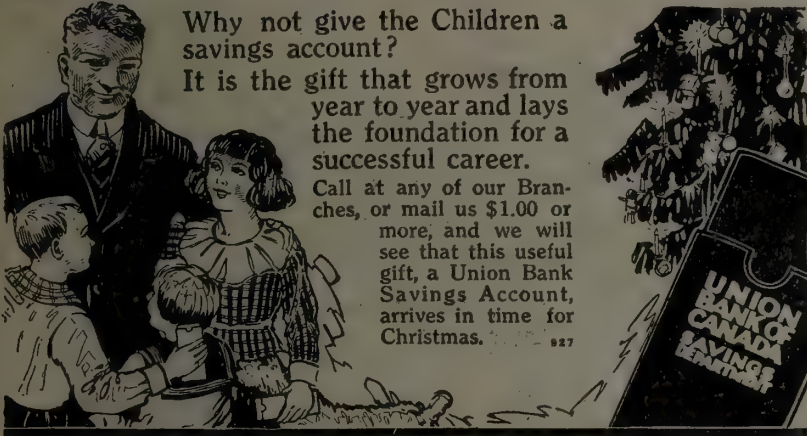
SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00 Per Copy, 10 Cents)

The Gift that Lasts

Why not give the Children a savings account?

It is the gift that grows from year to year and lays the foundation for a successful career.

Call at any of our Branches, or mail us \$1.00 or more, and we will see that this useful gift, a Union Bank Savings Account, arrives in time for Christmas.



UNION BANK OF CANADA

The Gift of Protection for Your Dependents

Along with your other gifts to the home-folks this Christmas, remember one factor that may make possible their pleasures and necessities next year.

Protect your store, stock and home against partial or complete fire loss. Who would suffer most should fire imperil your future prosperity? Think it over at this season.

Investment in our Policy will bring you confidence in the year ahead. Combine economy with safety. We give Hardware and Implement Dealers fire protection at a net cost of ONE-HALF the Board Companies' rates. Our Hardware companies have paid 50% dividends on their policies for nearly 15 years. A policy is a real gift of protection to those you love.

ASSETS OVER \$4,000,000.00.

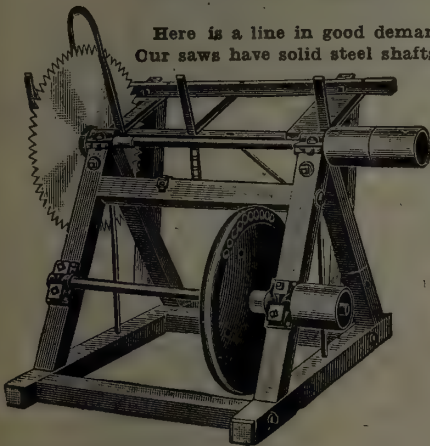
NET CASH SURPLUS OVER \$2,000,000.00.

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager,

802 Confederation Life Building, Winnipeg.

Watson's Hardwood Frame Wood and Pole Saws



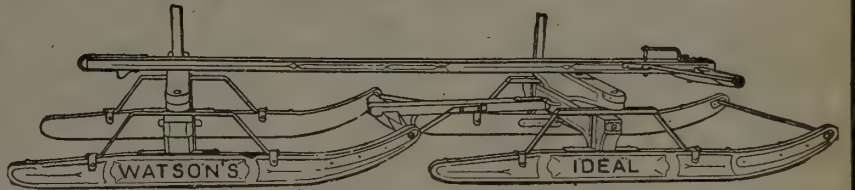
Here is a line in good demand which offers you a real sales opportunity. Our saws have solid steel shafts and high grade babbit bearings. Hardwood frame is strongly built and rigidly braced. Easy-running. Heavy, solid, balanced flywheel; three 5x6 in. pulleys. Complete saw mandrels supplied separately if desired, also saw blades in all sizes. Ask for complete particulars. They sell against any competition.

Get Our
Keen Prices
on this
Line

John Watson Mfg. Co.
LIMITED

311 CHAMBERS STREET, WINNIPEG, Man.

SELL WATSON'S SLEIGHS



Watson's Genuine "Ideal" Sleighs give farmers superior construction and enduring service at low cost. Made in 2, 2½ and 3-inch steel or cast shod runners. Patent trussed bench. Special quality, seasoned, straight-grained woods. Heavy steel bracing throughout. Runners—white oak. Benches—grey elm or oak. Poles and reaches—heavy white oak. Runners have point of contact directly below bench. Shoes curved at rear; allow easy backing. Size for size, carry heavier loads than any other sleigh made.

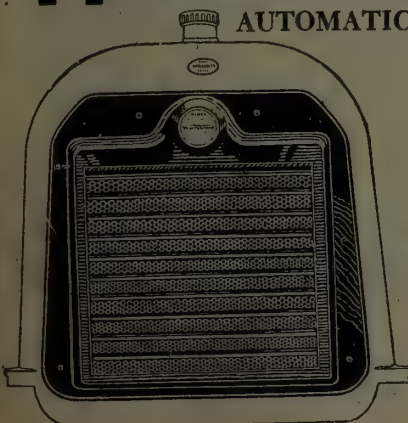
"Favorite" Cutter Gears



Fit any
buggy
body.
Get our
prices

PINES' WINTERFRONT

AUTOMATIC RADIATOR SHUTTER



Pays for Itself in Fuel and Antifreeze Saved.

Shutter is opened and closed automatically by a Thermostat that is positive in its action.

Pines' Winterfronts have been used successfully in Winnipeg for the past three years.

Write for Particulars.

BREEN MOTOR CO., LTD.

Sole Factory Distributors
704 Broadway - - - Winnipeg

The Christmas Gift

"He gives not best who gives the most; but he gives most who gives the best."

Good giving requires good sense. Thought of the morrow in the gift of today should be evident in at least one of your gifts at Christmas time. To present to your wife a Great-West Life Policy of Insurance would be a gift of practical love, protecting her and your children against the happenings of chance, making life happier and more hopeful for all. An Income Policy assuring payment on maturity in stated instalments would further carry remembrance of your forethought to the end of her days. Let us send you rates and particulars.

The GREAT-WEST LIFE ASSURANCE Co.

Dept. "P.16"

Head Office

WINNIPEG

A Cockshutt Contract

Will Bring YOU Bigger Business

MANY signs point to a more prosperous 1923 season for the Implement Dealer who has the line of goods that will meet all the demands of his community.

Farmers are not "loaded up" with implements. On the contrary, there never was a time when more farm equipment was actually needed than right now. This is particularly true of spring goods.

Sell the Cockshutt Line

Goodswith an established reputation, made in Canada, from a lifetime of experience of actual Canadian farm conditions and requirements.

Implements designed to suit Canadian conditions. With the strength and design that only expert Canadian experience and workmanship can embody. Giving years of satisfactory service.

The line that supplies practically every field requirement of the Canadian farmer. All made, guaranteed and backed by one organization.

A line that has been consistently and thoroughly advertised in Canadian publications—backed up by catalog and folder service, by prompt repair delivery and by the principle of the SQUARE DEAL.

Plows of Every Description—Cultivators,
Harrows, Seed Drills, Planters,
Manure Spreaders, Binders, Mowers,
Rakes, Chore Machinery, Cream
Separators, Engines, Scales
Wagons, Carriages, Sleighs,
Cutters, Etc.

Let us send you our latest dealer proposition

Cockshutt Plow Company,
Limited,

Winnipeg, Regina, Saskatoon, Calgary, Edmonton.



CRESCENT PLOW SHARES

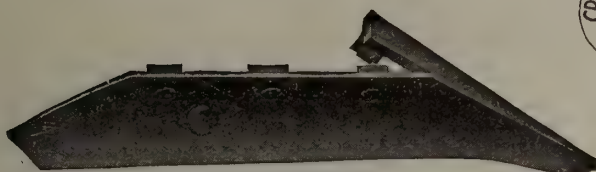


Over
1500
Patterns

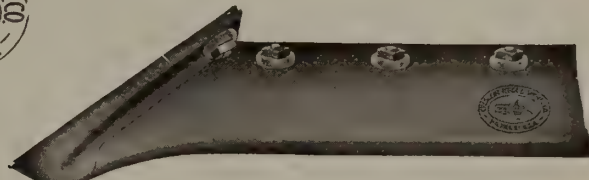


Regular Style. Bolted and Fitted Plow Share.
Perfect in Fit. Best in Quality.

Over
1500
Patterns



Crescent Engine Gang Shares. Fitted and Bolted.
Unequalled for Power Outfits.



Reverse Side of Regular Style Share. Note the Wide
REINFORCED POINT and WELD.

Note the Trade-Mark

WHY Crescent Plow Shares

ARE THE BEST TO STOCK THE BEST TO SELL
THE BEST TO USE

Because:—

In addition to there being

- A Crescent, for every plow
 - Large stocks to draw from
 - Every Crescent a true fit.
- Crescent plow shares, either soft centre or crucible, are made from the best material procurable, and by the largest exclusive maker of shares in the world.
- Share for share, in equal soils, the Crescent will clean and scour best. This is specially true of the Crescent Crucible Share, on account of its high carbon steel, permitting smoother polish and cleaner scouring in heavy soils.

See next issue for further reasons

A Merry Xmas to all Crescent Dealers and Users



D. ACKLAND & SON, LTD.
WINNIPEG - CALGARY



This Way to Better Business

FARMERS of the better class, the real go-ahead, ambitious fellows, sooner or later buy the best equipment the market affords. In no other way can they maintain their standing among successful farmers.

Look around you and see how the number of these farmers is constantly increasing. The market for highly efficient machinery is growing better, year by year, in every farming community.

This condition is creating a new and better market everywhere for Case Power Farming Machinery. Case machines meet the requirements of the most exacting buyers. Their mechanical superiority is known to these farmers. They have a well established reputation for efficiency and dependability that makes them the first choice of progressive farmers. The Case dealer is thus able to get and hold the most desirable, most profitable trade in his territory.

A contract to sell Case machinery is worth more today than ever before. Also, it increases in value with every Case machine sold and with every forward step that agriculture takes.

Men who like to sell, and who realize their responsibility to the progress of farming, are the men this Company wants as dealers. For these men we have a proposition that means sure and better profits. Write today for information about the new Case Dealer's Agreement.

J. I. Case Threshing Machine Company

(Established 1842)

Dept. A-214

Racine

Wisconsin

Factory Branches: ALBERTA: Calgary, Edmonton. ONTARIO: Toronto.
MANITOBA: Winnipeg, Brandon.
SASKATCHEWAN: Regina, Saskatoon.



NOTE: We want the public to know that our plows and harrows are NOT the Case plows and harrows made by the J. I. Case Plow Works Company.



The yield and quality of all crops depend upon good plowing. More timely plowing and better work is possible with Case farm tractors.



Disking completely unites plowed soil with sub-soil, while packer pulverizes and packs seed bed. A perfect seed bed in one operation is easily accomplished with a Case farm tractor.



Threshing when the grain is in prime condition makes it grade higher and bring better prices. This makes a Case outfit profitable.



Shredding corn is one of the many belt operations on a farm for which Case tractors are ideally suited.



CANADIAN FARM IMPLEMENTS

Vol. XVIII., No. 12

WINNIPEG, CANADA, DECEMBER, 1922

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00
Per Copy, 10c)

Leaders in the Industry Review Business Outlook

1923 — A Year for Workers

By Finley P. Mount, President Advance-Rumely Company

The hard work of 1921 has borne its fruit. The depression is now definitely behind us. We are all carrying some scars, which serve to remind us how much better our condition is today than one year ago.

With the largest surplus of grain in our history going to market, the price has held steady. General business has held its upward course so long that we may now be assured of its permanent trend. Unemployment is a thing of the past. In fact, wages are increasing, as is reflected in marked increased prices on all basic commodities. With everybody working and demand increasing, prices for farm commodities will naturally tend to be better. The enormous wealth produced annually by the farmers of North America not only makes long continued depression impossible, but makes a quick return to prosperity inevitable.

But the will to work must continue. 1923 can be made vastly better than 1922, but only by holding on to the advantage we have by keeping everlastingly at it. The fittest only have survived. The fittest only will survive. The fittest always are those who work. To them is given the reward.

Sell on the Basis of What the Machine Will Save.

By J. B. Bartholomew, President Avery Company

The Season's Greetings to the Tractor and Farm Implement Dealers of Western Canada.

We have been passing through a long period of restricted sales and slow business, but as time goes on conditions have gradually improved. The pendulum is swinging back as it always does and every indication points to much improved conditions for the coming year. Manufacturers'

These articles, specially written for Canadian Farm Implements by prominent executives in the Tractor and Implement Industries, bear a Message of Confidence to the Western Canadian Trade.—Editor.

stocks have been reduced; dealers stocks have been reduced, and the equipment on the farm has become worn and inefficient.

The crops the past season have, in most localities, been good and the prices reasonably satisfactory in view of all other conditions. There are still problems to solve and it is not likely we will ever go on a war-time demand, but a steady and gradual improvement in business is generally looked for.

As the dealers and farmers of Western Canada are all quite a way from the manufacturing centers and the stocks produced, the question of anticipating requirements earlier in the season than has been the custom for the last two years is a point worthy of your consideration.

After all, it is not the first cost of tractors and other farm equipment that should affect your conclusions about the purchase of same, but a careful analysis of what this equipment will do for your customers in the way of increased crop production increasing the range of acreage that can be covered, for, after all, Western Canada must be farmed on the basis of extensive and mechanical operations rather than reduced acreage and intensified methods.

Analysing Requirements

I believe we have reached the point where dealers must make a survey of the territory they cover and ascertain as accurately as possible what the possibility of sales in their territory ought to be and then make their preparations with suitable contracts with purchases covering their reasonable requirements, and go after the business in the good old-fashioned way.

During the period of the war we acquired the habit of telling the prospective customer that prices were going to advance within a week and it was doubtful whether they could get the goods at all, and that stimulated business. Those days have gone forever, and my suggestion is: "Go after the business and sell on the basis of what the tractor, implement, or whatever kind of farm equipment you are selling, will really do for the farmer in the way of saving him money and increasing the amount of acreage he can handle, and the saving on that which he produces."

Sell on The Basis of Machine Earnings Next Year

By G. B. Gunlogson, Advertising Manager, J. I. Case Threshing Machine Company

With the year 1922 coming to a close, The J. I. Case Threshing Machine Company wishes to offer its message on the year just closing, and greetings of the New Year to the implement dealers of Western Canada. It is needless to tell you dealers that 1922, while better than the previous year, was a trying year for the farmer, dealer and implement manufacturer alike. The three are so related that the condition of one determines the conditions of the others.

The manufacturers' problems have been most perplexing. Annual reports of implement manufacturers for 1921 showed heavy losses. While economies effected in every possible way in 1922 and reduction in inventories have improved conditions, the business as a whole will show further losses in 1922.

The Manufacturers' Position

In an attempt to meet the price level of farmers' products in 1922

prices on farm machinery were reduced far below the point justified by material costs at the time. The 1922 season opened up with material prices averaging about 65 per cent. above pre-war prices. With this level early in the year and indications for further decline, there was every hope that the prices on farm machines for 1923 could be established on a basis consistent with the farmer's buying power. This, however, did not prevail and material prices began to advance. Coal strikes, railroad strikes and other influences have caused substantial advances in the price of all commodities entering into the production of farm machines, and the present year will close with these prices about 90 per cent. above the pre-war level. This is the situation the manufacturer must face on one side and on the other a greatly reduced volume of business and constant clamor for lower prices which are impossible without disaster to the entire implement industry and agriculture as well. The turn has come, however. The results of the closing year have reassured us, and we face the future with confidence that better business has definitely arrived.

Recent strengthening of prices on many farm products has materially helped the farmer and given him encouragement he has not had for two years. He is short of needed machinery and equipment, due to the limited buying of past years. There never was a time when power farming machinery was actually needed more than it will be in the immediate future. Farmers will be buying machinery as they can afford, and as they can be shown by competent dealers that such investments are wise.

Sell on The Basis of Machine Earnings

As for the dealer, we know the future will begin to reward the earnest and aggressive dealer who has kept his courage and played the game. You men will find in 1923 a bigger and better

opportunity. The competition will be weakened and the market will have broadened. The good business of the community will come in greater volume to the determined dealer.

The dealer who can and will show the farmer how he can increase his earnings and better his conditions by the use of modern machinery, will find 1923 a year of opportunity. There may be a bit of satisfaction in reflecting that the farmer has never asked for machinery with which to lighten his work or increase his efficiency. Some of the hardest kind of selling had to be done by manufacturers and implement dealers before even the most necessary kinds of machines could be placed on the farm. The dealer has done his share in the past, and the dealer of today must continue to promote and sell the idea of better and more efficient farming and machines with which to accomplish this. In this process the dealer is an important factor and his reward will be better business resulting from the more prosperous condition of the farmers.

To all dealers in Canada, the J. I. Case Threshing Machine Company wishes to extend its best wishes for a happy and prosperous New Year.

The Implement Dealer's Opportunity in 1923

By C. S. Brantingham, President, Emerson-Brantingham Implement Company

No one has a keener appreciation of the difficulties experienced by the farmer and the implement dealer during the depression period than has the farm machinery manufacturer. All of these groups have suffered very heavy losses—in fact, strange as it may seem, the losses taken by those engaged in, and connected with, such a basic and vital an industry as agriculture have been heavier than has been the experience of less important industries.

Every man in business has probably observed that during prosperous times it seems impossible that prosperity will not continue indefinitely. Likewise when a depression comes along, it is hard to believe that better times will ever come. In fact, the belief is sometimes so strong they fail to note the gradual changes taking place for the better.

All students of the present situation are agreed that business is now in the period of improvement that always follows a depression; and it is the faculty of noting this condition and taking advantage of it that determines the success of the man in business.

The Farmer Can Buy

It is, therefore, especially necessary for the implement dealer (who has been hearing nothing but gloomy things for a year and a half or two years) to take stock of the situation and go after his share of the business. While the farmer, no doubt, still indulges in pessimistic talk, he goes right on buying automobiles and other things he could get along without, which is the best evidence that he is in a buying mood if right sales methods are used. A great many alert dealers have already noted the change in conditions and profited by it in 1922. They will be formidable competitors in 1923 for other implement dealers in their communities who are still looking backward.

Early Specifications Necessary

Naturally the service manufacturers will be able to render to dealers in 1923, both on complete machines and repairs, depends upon their receiving the orders early enough so the goods can be made up and shipped to the dealer in time for the farmers' requirements. The restricted manufacturing programs in 1921 and 1922 have resulted in most manufacturers having low stocks of finished goods on hand at the end of this season. Consequently, with no large stocks to draw from as in 1921 and 1922 and with material suppliers requiring from three to six months to fill the manufacturers' orders for materials (which is the actual condition today, due to the heavy orders placed with the mills by railroads, railroad equipment manufacturers and other active industries) it will not be possible for dealers to take care of their customers if they hold back placing their requisitions with the manufacturer.

For the dealer who carefully canvasses the trade possibilities in his community, has the machines on hand in ample time for the farmers' needs, and goes after business with an aggressive spirit, we predict a prosperous year in 1923.

Foreign Market Affects Canada's Implement Demand

By Vincent Massey, President Massey-Harris Co., Ltd.

I am very glad to accept the invitation of the Editor of "Canadian Farm Implements," to send a word of Christmas greeting to the readers of this journal.

The dealers in farm implements, like all who are concerned with agriculture, have felt in full measure the difficulties of the last few years. These difficulties are not yet over. We have found

that even a magnificent crop can only begin to remove our troubles. The manufacturer finds that, in spite of his hopes, his factory costs are rising with the advance in the prices of raw material. He finds, too, that with his foreign markets greatly restricted, and with the volume of his factories correspondingly lessened, his overhead expenses places an added burden on the cost of his product. But back of all this lies a problem which the manufacturer and the dealer and the farmer share in common. Until the European market is again available for agricultural products, the farmer will suffer from low prices, and those who are dealing with him will have to share his burden. The economic recovery of Europe is of vital importance to Canadian trade and agriculture. May we hope that some effective efforts will be made before long to accomplish this great end.

A Christmas message, at any time, should be one of cheerfulness. After the difficult period through which we have passed it is both more necessary and more difficult to strike a note of easy optimism, but perhaps easy optimism is just as dangerous a mood for us in Canada, at the present time, as that of pessimism. What we want is men who, undisturbed by shallow enthusiasm on the one hand, or gloom on the other, can look forward to Canada's future with quiet confidence. The ultimate prosperity of her future is as certain as Christmas itself.

Increased Demand Already Assured for 1923 Business

By M. W. Ellis, Vice-President Hart-Parr Company

As the closing days of 1922 hurry past, it is but natural that we look back over the past year, noting the conditions which have surrounded the tractor and implement business during that period and then try to forecast trade conditions for the 1923 season, so we may plan our business wisely and well.

1922 marked the bottom of the deflation period as far as general business is concerned. Practically all manufacturers of farm machinery succeeded this year in cleaning up the inventory of high priced war material which they had on hand, selling it for practically any kind of a cut price they could get and accepting their losses as best they could. Having gotten rid of this high priced material, they are now buying raw materials on the present market and

have regulated their price to fit these new conditions.

Buying Will Increase

Regardless of the claims of uninformed critics, according to the United States Government reports, the implement industry, as a whole, during the war period increased their prices only 75% above the pre-war level of 1913. Today prices in the tractor and implement industry are back to those pre-war levels and, in the case of our company, considerably below that pre-war level. When this condition is compared with the fact that prices for farm products are steadily increasing and are today considerably above the 1913 level, there is just one conclusion to draw, namely, that while these conditions continue, buying of tractors and implements will steadily increase during the 1923 season. On this fact rests the dealer's opportunity.

Business since last June is proof of the above statement. For the past six months farmers in Canada, as well as in the United States have been replacing their farm machinery in ever increasing volume. In addition to replacements they are buying tractors and power farming implements in order to continue their farming by modern progressive methods. Never in our twenty-two years of experience have we had such a large number of live farmer prospects as we have right now. We have in our files today actually thousands of farmer prospects, who, in letters to us, have said they would buy tractors in 1923. Backing up these facts we have ordered through our factory one of the largest production schedules that we have ever undertaken.

That is exactly how we feel about the tractor business for 1923. Its return in volume quantity is already assured. The live dealers of Canada will make no mistake in lining up for their 1923 business now.

Believing that good business for 1923 is already assured, it is a real pleasure, at this Yuletide Season, to extend to the implement and tractor dealers of Western Canada our best wishes, not alone for a pleasant Holiday Season but for a most prosperous and Happy New Year, as well.

Brighter Skies on Next Year's Horizon

By Alexander Legge, President International Harvester Company

In extending this year-end greetings to the implement trade of Western Canada we feel that



Four things we believe you want in the tractor you sell

1. *Lowest Fuel Cost.* As proof that the OilPull gives it to you, note that for 10 years this tractor has held the world's official records in low fuel cost.
2. *Lowest Upkeep Cost.* You get this, too, in the OilPull. Investigation shows OilPull yearly repair expense to be only half the national average found by government experts.
3. *Longest Average Life.* Here again the OilPull excels. Hundreds of the first OilPulls have passed the 10-year mark.
4. *Reasonable Price.* OilPull tractors are always fairly priced.

If the tractor you sell is to give your customers the service they expect, it must have, not one or two of these things, but **ALL FOUR** of them. They will find them *ALL in the OilPull*. Besides they will find Triple Heat Control—the wonderful system of oil burning that has made many of the famous OilPull records possible. Write for free book describing Triple Heat Control and other OilPull features. Also ask for our Agency proposition.

ADVANCE-RUMELY **THRESHER CO., INC.,**

Calgary, Alta. Regina, Sask. Saskatoon, Sask.
Winnipeg, Man. 48 Abell St., Toronto, Ont

The Advance-Rumely Line includes kerosene tractors, steam engines, grain and rice threshers, alfalfa and clover hullers, husker-shredders and farm trucks.

Serviced from 31 Branches and Warehouses



we can offer congratulations with no doubt about how they will be received.

Reports that reach us from government and other sources indicate bumper crops for the Prairie Provinces, with a wheat yield above the record production of seven years ago. But, to my mind, the increase of acreage is far more significant than the increase of volume. The forces of nature have much to do with the yield per acre but the acreage is solely dependent upon the efforts of man. Therefore the increased acreage of Western Canada this year is unmistakable evidence of the faith and hope of her farmers.

That increase also tells its own story of improving prices, because farmers everywhere are keenly responsive in their planting to strong market tendencies.

In these circumstances, and with the Canadian dollar returned to par, the implement, tractor and farm equipment dealers of Western Canada have every reason to look forward into 1923 with higher hope and expectations than for a long time past. We implement people do not need to be told how entirely dependent our business is upon the farmer's prosperity. That is something we know by

both bitter and pleasant experience.

Co-partnership with Farmer

And, in common with our customer and friend, the farmer, we could wish that the men of all other lines of business realized that their prosperity, too, is, in fact, only a little less dependent on the farmer's prosperity than ours. In the United States there are signs that the leaders of commerce, industry and finance are waking up to the fact that they cannot have any real or stable prosperity unless the farmer is making a fair return on his labor and investment. Canada is in much the same situation as the United States in respect to agriculture. There, as here, the products of the farm furnish the true foundation of the country's business life and welfare. Let it be hoped that the other business interests of Canada will come to appreciate their close co-partnership with Canada's farmers.

Another sign of encouragement for the agricultural implement trade of Western Canada is seen in the reports of a great Farm Colonization project, financially assisted by both the Dominion government and by the Overseas Settlement Fund of Great Britain.

With wise management and

energetic promotion, this project may be of high value in the further development of Western Canada's vast agricultural resources; and it goes without saying that every successful effort in this direction must necessarily be helpful to the farm implement business.

Our company was glad to be able to take some part during the spring of 1922 in the agricultural extension program of the Manitoba government. The reception accorded our people was such that we shall feel warranted, when time and other conditions permit, to extend our efforts in this direction. The Harvester Company's Agricultural Extension Department is not commercial, but rather a civic contribution. However, its efforts to promote better agriculture among the farmers of the United States have very generally produced a definitely helpful effect upon the entire implement trade in the areas involved.

The Harvester Company not only congratulates the implement and tractor dealers of Western Canada and its farmers upon the reward 1922 has brought for their faith, enterprise and labor, but gives them all its best wishes for still brighter skies and better times in the year ahead.

Saskatchewan Dealers Will Hold Convention

The annual convention of the Implement Trade Section of the Retail Merchants' Association, Saskatchewan, will be held in Regina during December.

The implement trade section committee will try to get R. A. Lathrop, Hope, N. D., a prominent member of the federation of dealers associations in the United States, to address the convention. An announcement issued by the Implement Trade Section of the Retail Association in connection with the convention states:

"The Agenda will cover a large number of very important subjects, among them being margins, contracts, price lists, twine, repairs and pricing by zones. A general revision of the contracts now presented by the various companies is an absolute necessity if the implement dealer is to retain his place in the community in which he lives and margins must be increased to permit a reasonable profit after ordinary expenditures are taken care of. There is no reason why the retail implement business should not stand on its own feet and not be conducted as a side-line which is a practical necessity at the present time."

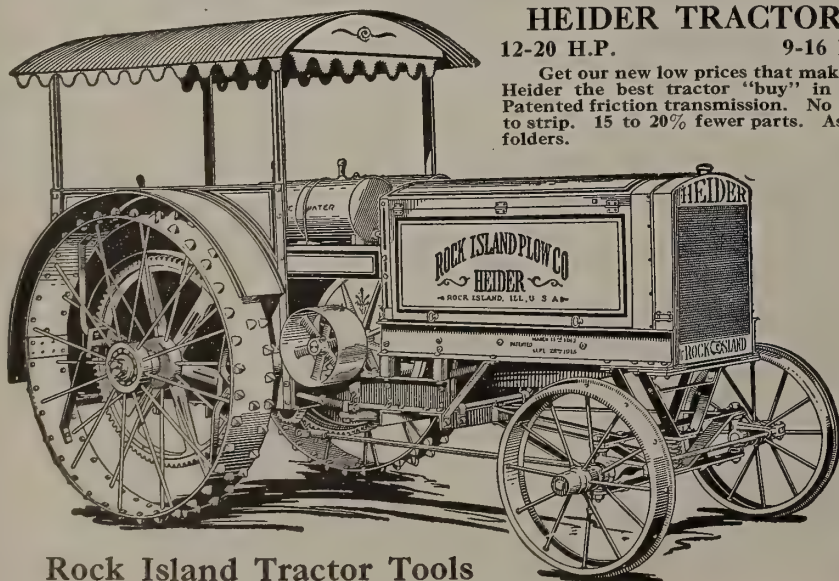
The "WATERLOO" Line for Bigger Profits in 1923

A Valuable Contract for Energetic Dealers

The name "Waterloo" is a symbol of service performed for over 60 years to farmers through dealers. As the Waterloo dealer in your community you will be assured a larger volume of trade and real sales co-operation from our branches. Write us to-day-

"EAGLE" TRACTORS 12-22 and 16-30 H.P.

Unequalled for enduring service under hardest conditions. A wonderful belt power plant giving smooth, steady haulage. Horizontal, twin-cyl. valve-in-head motors. 12-22 is 7x8; 16-30 is 8x8. Use gasoline or kerosene. Hyatt equipped. Enclosed gears. Auto-steering. Get latest prices.



Rock Island Tractor Tools

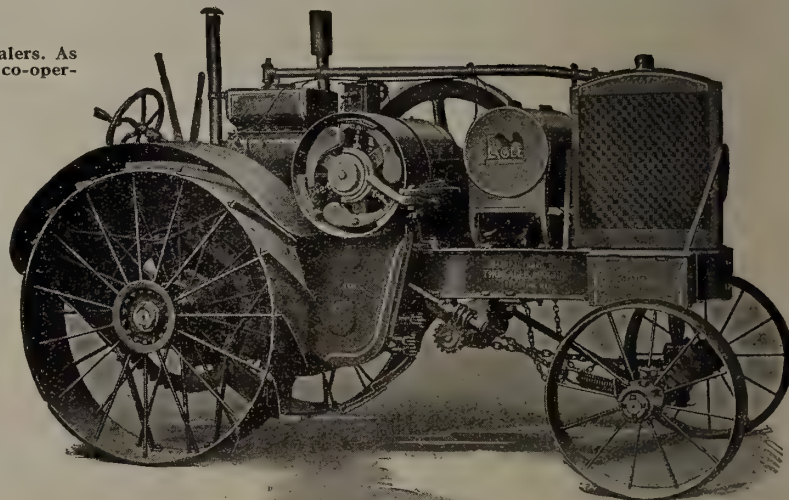
No. 9 and 12 plows work perfectly with any tractor. In 2, 3 and 4 bottoms, with famous CTX moldboard. Also the No. 38 disc in 8 and 10 ft sizes.

Waterloo Steam Engines in 16, 18, 22 and 25 H.P. The most economical and best built engine on the market.

HEIDER TRACTORS

12-20 H.P. 9-16 H.P.

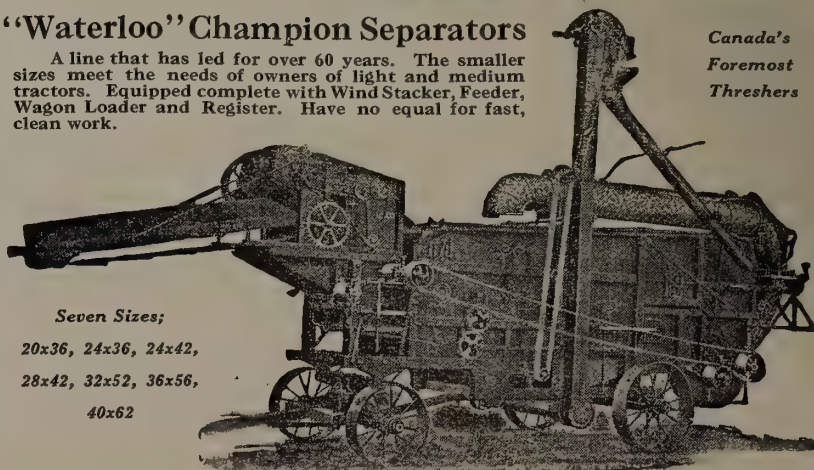
Get our new low prices that make the Heider the best tractor "buy" in 1923. Patented friction transmission. No gears to strip. 15 to 20% fewer parts. Ask for folders.



"Waterloo" Champion Separators

A line that has led for over 60 years. The smaller sizes meet the needs of owners of light and medium tractors. Equipped complete with Wind Stacker, Feeder, Wagon Loader and Register. Have no equal for fast, clean work.

Canada's
Foremost
Threshers



Seven Sizes;

20x36, 24x36, 24x42,

28x42, 32x52, 36x56,

40x62

The Waterloo Manufacturing Co. Ltd.

Winnipeg Portage la Prairie Regina Saskatoon

CONDITIONS AT THE SEASON'S CLOSE

By The Editor

There is little need to review business for the past year, save to point out that purchases of implements have been below normal for the past three years, at least. Upon this fact hinges the hope of the implement dealer for 1923. Thousands of farmers in the Canadian West require implements to replace their worn out equipment. The farmer has carried on with his old equipment until in many cases, it is no longer usable. Couple to this the fact that the production of farm products, as a whole, has been in excess of 1921 production, while prices for most lines are higher than a year ago, and it is apparent that as the financial position of the farmer improves his demand for equipment will increase.

The experiences of the past may, however, have an effect upon the dealer, in that he will find his number of safe prospects for new machinery reduced. The prices he will have to charge for implements next year are important, for no argument will convince the farmer that in face of present conditions any machine should have a higher price. He does not understand the conditions under which the manufacturer has labored.

As regards sales, the dealer has too often had to furnish equipment to seed and harvest crops, only to find that his collections had to wait until other interests had had their share. This meant a carrying over of accounts and has reached a point when the dealer will have to safeguard his own interests.

In granting credit in the coming year it would seem that more attention will be paid to the credit risk involved than to the matter of securing larger volume of sales. Before granting credit the shrewd dealer will find out the financial position of his customer. In short, the dealer will have to be a credit expert in his community, and will probably refuse to extend credit where there is doubt, and will let the bank finance the producer's operations. It is safe to say that had we had less extension of credit in the past the trade would be upon a sounder basis today.

The retail implement business is attractive only so long as it gives the dealer a livelihood, and unless that is assured the trade must suffer. It is to the best interests of both manufacturer and wholesaler to have good, substantial and experienced dealers, so that conditions should be such that dealers are not forced to quit the business. Upon the part of every unit in the business, from factory to retail store, there should be a consistent and united effort to solve the problem that confronts the trade today, to put the dealer's business upon a profit-paying basis.

The day is still far off when the dealer can secure a satisfactory volume of business if he refuses credit; and this happy condition will not obtain until some real scheme of financing the farmer is developed. The dealer must, therefore, extend credit to responsible customers, but he will exercise more care in extending that credit than in the past.

The solution of the farmers' troubles today does not devolve only upon the implement industry. The entire industrial and commercial world, and our transportation systems, must realize that the price of their products or service to the farmer cannot be upon a basis relatively higher than what the farmer receives for what he produces. Until this is realized we cannot hope to fully re-establish the buying power of the rural population.

From the manufacturer's standpoint we give many different angles in this issue. The last two years have greatly reduced factory inventories and also branch house stocks. Company reports for 1921 showed losses in the majority

of cases, and while economies effected during 1922 have improved conditions for the manufacturers to some extent, the majority will not show operation upon a profitable basis in the year that is ending.

The result of the coal and railroad strikes in the United States had a marked effect upon material prices, so that they are now in cases one hundred per cent. above 1914 levels. Steel bar, bar iron, malleables, pig iron, sheet steel, bolts and nuts, coal and lumber, show great increases over quotations a year ago. It is, however, apparent that the worst liquidation in the industry is over and that the problems of 1923 will be less formidable than those which confronted the manufacturer for the past two years.

During that two years the farmer has reduced his purchases of farm equipment to a greater extent than the purchases of other lines which could be considered less essential. With a continuance of curtailed buying power he has come to a point where he will become a more discriminating buyer and will look more closely to the purchase of machinery with which to increase his revenue. The result will be a reduced demand for things less necessary than implements, and this reduction will in the end bring about a readjustment of the prices of the materials which are used for implement production. The average manufacturer, in making his prices for 1923, had no alternative but to substantially re-establish his 1922 prices for initial business in 1923, with the knowledge that later prices would largely be governed by material market conditions.

The farmer agrees that both manufacturer and merchant sell at cost production plus a profit. They must do so to continue in business, but he also has a right to expect financial development, which will give him a good access to the sources of credit as any other industry. He has relatively paid more for practically every other line than he has for his farm implements, although it is hard to convince him of that fact. To sell him implements next year will be to show him the economic value of the machine. Upon that basis must finally rest the future success of the industry. He requires equipment and if that equipment will help him produce bigger crops at lower cost it will help him to get back to a better financial position. With the words of the old farmer who has made a success in Western Canada since pioneer days, we will close. Of his own class he said:

"There has been too much credit and too little thought of settlement. Too many cars and too few cows. Too many trips to town and too many needless gallons of gasoline burned up. Farmers have bought too freely things they did not need, and many of these were not machines. We carried on in the old days without credit; we did not expect it. Credit has been a curse, and the restriction of credit will be to the ultimate benefit of the farmer. With more old-fashioned work and less looking for conventional assistance we will get back more quickly to a point where farming will be profitable and selling the farmer a less formidable problem for the business man."

Making Auto Sleds

A new company (the A/S Autolaedo) is being organized in Christiania, Norway, to manufacture a motor sled designed to be substituted for the front wheels of motor cars and trucks. Models have been made and connections are being sought with a factory able to manufacture the device.

ASPINWALL POTATO MACHINERY



Cutters : Planters Sprayers : Diggers Sorters

Would you like to handle a line
of Potato Machinery that

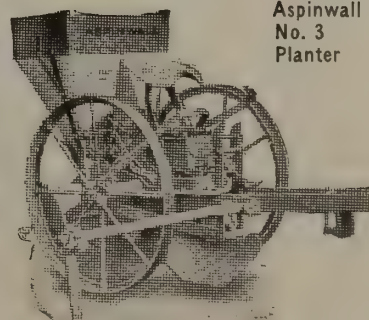
- Possesses Worth and Merit ?
- Insures Satisfied Customers ?
- Can be sold at a nice profit ?
- Backed by a positive Guarantee ?
- Enjoys an Established Reputation ?

We are offering all of the above and even more in the Aspinwall Line of Potato Machinery. Let us explain new features being placed on our No. 3 planter this season. Write for our 1923 prices. It will pay you.

Aspinwall Canadian Co., Ltd.

GUELPH - - ONTARIO

WORLD'S OLDEST AND LARGEST
MAKERS OF
POTATO MACHINERY



Aspinwall
No. 3
Planter

With the Manufacturers

The Agricultural Syndicate, Warsaw, Poland, has been making large purchases of agricultural machinery abroad.

The Keystone Steel & Wire Co., Peoria, Ill., will erect a one-story plant addition 220 by 280 feet to cost \$55,000.

A meeting of the directors of the Sawyer-Massey Co. was held at the head office in Hamilton on November 8th.

T. J. Turley, a well known implement dealer at Owensboro, Ky., has recently joined the J. I. Case Plow Works Co., Racine, Wis., as a division manager.

The Banwell-Hoxie Wire Fence Co., Ltd., Hamilton, Ontario, manufacturers of the Peerless wire fence, are issuing a new catalogue.

The Cyclone Fence Co., whose plant is at Waukegan, Ill., and general offices in New York, has acquired a site in Newark, N. J., and will build a branch plant.

The Innes Shocker Co., Davenport, Ia., recently bought land in Bettendorf, a suburb of Davenport, and a factory is now under construction.

The Canadian Oil Companies, Limited, Toronto, have completed a warehouse, garage, tank storage and filling station at Port Arthur, Ont.

The New Idea Spreader Company, Minneapolis, announce an increase of approximately \$10 in the list price of the various styles of spreaders manufactured.

The Canadian General Electric Company may move their plants from Toronto to an outside centre, where their operations may be carried on to more economic advantage.

William Gamble, formerly with the Moline Plow Co., Moline, Ill., has been appointed assistant purchasing agent of the Rock Island Plow Co., Rock Island, Ill.

The business of the Dowagiac Drill Co., including the plant at Dowagiac, Mich., has been purchased by a newly organized concern known as the Furnace Fan Co.

New prices for 1923 somewhat in advance of 1922 contract prices on some lines have been announced by the Massey Harris Harvester Co. in the United States.

The Wolthausen Hat Corporation have taken over the lease of the plant at Brockville, Ont., formerly occupied by the Canadian Briscoe Motor Co. There are two buildings 50 by 150, and one building 148 by 46 feet.

C. O. Reed, division sales manager of the Samson Tractor Co., has been appointed assistant professor of agricultural engineering at Ohio State University. For several years Mr. Reed was engaged in educational work.

Hugh M. Craig, for many years connected with the Janesville Machine Co. and the Samson Tractor Co., Janesville, Wis., is to be transferred to another position with the General Motors Corporation.

Net profits of the Russell Motor Car Company, Limited, Toronto, for the year ended July 31st, were lower than in the two preceding years, standing at \$117,499 as compared with \$158,124 in 1921 and \$339,453 in 1920.

The British American Oil Company, Limited, are enlarging their Toronto refinery by adding a new

process building which contains the very latest machinery for the production of certain lubricating oils.

The U.S. Wind Engine & Pump Company, Batavia, Ill., have undertaken the manufacture of Reuther potato diggers, formerly manufactured by the Reuther Manufacturing Company, Hamburg, N. Y.

On November 1st, A. B. Hess became director of publicity for A. B. Farquhar Co., Limited, York, Pa., manufacturers of farm machinery and their heavy line of threshing machines, engines, boilers, sawmills, hydraulic cider presses, etc.

S. Vessot & Co., Joliet, Que., manufacturers of grain grinders, state that business with them is considerably better than it was two months ago, and though not yet running to capacity they have slightly increased operations and output.

Berry Brothers, Inc., Walkerville, manufacturers of varnishes and enamels, say, "We have enjoyed considerable increase through the year and expect to have a liberal share in the prosperity that now seems sure."

Dodge Brothers Motor Company, Limited, have bought property in Windsor, Ont., where they hope eventually to have a manufacturing institution with ample facilities for taking care of the Canadian market. The site consists of 7½ acres with 1,934 feet of frontage.

F. E. Myers & Bros. Co., Ashland, O., have ready for distribution the complete No 55 catalogue of Myers pumps, hay tools and door hangers. Detailed descriptions and specifications of the items in the Myers line occupy a large part of the attractive catalogue.

National Tractors, Ltd., Milton, Ont., lately incorporated with a Dominion charter, announce that they intend to put on the market a general utility farm tractor. In the prospectus issued by the company the statement is made that the National Tractor is the only tractor that has power on all wheels.

The Advance-Rumely Thresher Co., of LaPorte, Ind., is preparing to erect a branch housing building at Harrisburg, Pa. It will be 100 by 150 feet and will cost \$100,000.

J. W. Dole, formerly secretary and treasurer of the Fairfield Engine Co., Fairfield, Iowa, has assumed active management of the company.

The Norma Company of America have acquired the Ameri-

can patents and business of the Hoffmann Manufacturing Company of Chelmsford, England, manufacturers of roller, ball and thrust bearings. The Norma Company will build a new factory in which these products will be made.

Last month the servicing of Hyatt and New Departure bearings, the manufacturers of which are units of the General Motors Corporation, was taken over by the United Motors Service, Inc. A new company, to be known as the Timken Roller Bearing Sales & Service Co., will take care of the servicing of Timken bearings.

The Van Brunt Manufacturing Co., Horicon, Wis., manufacturers of grain drills, recently reinstated its working forces on nearly a normal basis. The company has been able to lay out a manufacturing schedule equivalent to 60 per cent. of normal capacity, sustained by bookings and assured prospects of orders until May.

The factory at Owatonna, Minn., of the Owatonna Manufacturing Company, manufacturers of grain drills and ensilage cutters, was sold recently for \$17,100 to J. W. Koepsell of Lewiston, a stockholder and creditor of the bankrupt concern. The property was inventoried last spring at \$161,000 and was appraised under direction of the court at \$88,000.

The directors of General Motors Company declared a dividend of 50 cents a share on its 20,550,590 outstanding shares of no par value common stock. The company announced that the payment, with which dividends are resumed, is not a quarterly disbursement, the board having decided not to place the stock on a regular quarterly basis.

Canada's 1922 Crop

Provisional estimates issued at Ottawa November 29 place Canada's total wheat harvest at 391,425,000 bushels, an average yield of 17½ bushels from 22,422,693 acres. This is the highest wheat yield since 1915, when we had 393,542,000 bushels from 15,109,415 acres, an average of 26 bushels per acre. The total yield of oats for 1922 is 513,033,000 bushels, and has only once been exceeded. The average yield of oats this year is 37 and one-third bushels per acre.

From the Prairie provinces the estimated wheat yield is 366,437,000 bushels—the estimate for Manitoba being 64,074,000; Saskatchewan 240,480,000, and Alberta 61,823,000 bushels.

FOR CLEAN CROPS AND BETTER PRICES

for Your Customers—Show and Sell

"Bull Dog" Fanning Mills

Five Sizes—24 to 64 Sieve Widths
Capacities—15 to 1,000 Bus. per Hour

Get the Agency for 1923---NOW

Our line includes:—Fanning Mills, Elevator Cleaners, Wild Oat Separators, Smut Machines. Also repairs for Hero Fanning Mills. We make a special gang for cleaning Sweet Clover. Get our Prices.

To "Twin City" Dealers Everywhere We Wish a Merry Christmas and a Prosperous New Year.

THE TWIN CITY SEPARATOR CO., Ltd.
QUELCH STREET - - - WINNIPEG, MAN.

1900 Christmas 1922



22 Years of Specialization

Twenty-two years ago Christmas Week the Hart-Parr Company opened a small shop at Charles City, Iowa, and dedicated it to the development of the then unknown Tractor Industry. With vision and courage, the little company turned its back on its years of successful manufacture of stationary gas engines, and staked its future on the pioneering of a new and untried industry.

The tractor industry was founded on the success of old Hart-Parr Number One—the first successful tractor ever built, which was brought out that first year, and gave continuous service to its farmer owner for more than 17 years.

From Christmas 1900 to Christmas 1922, the Hart-Parr Company has consistently specialized in the manufacture of tractors only. We have no side lines. We are Kerosene Tractor Specialists. Back of our tractors to-day are twenty-two years of specialization—*twenty-two years of knowing how*—which is a guarantee of quality and performance to our dealer and farmer friends.

During this Yuletide Season—our 22nd Anniversary, we wish to pledge anew to the Tractor

and Implement Trade our faith and confidence in the future of the Tractor Industry.

Its foundation is agriculture. Its mission is to lighten the labor of those who produce from Mother Earth; to help them decrease the cost of producing their crops and to give them the assurance that their land will be prepared on time, their crops seeded, cultivated, matured and harvested in season, and to furnish them with belt power to thresh and grind their grain. Because power farming is fundamentally right it will persist.

In this spirit of service we extend to our many dealer friends, and to our thousands of satisfied farmer owners, the kindest of Christmas Greetings, together with the wish that the New Year will be happy and prosperous.

THE HART-PARR COMPANY, 651 Lawler St., Charles City, Iowa
Founders of the Tractor Industry

CANADIAN DISTRIBUTORS:

Hart-Parr Company, Branch, Regina, Sask.
John Goodison Thresher Co., Sarnia, Ont.
United Engines & Threshers, Calgary, Alta.
Barney Baker Company, Ltd., Regina, Sask.

Barney Baker Company, Ltd., Winnipeg, Man.
SUB-DISTRIBUTOR, SALES AND SERVICE
F. N. McDonald & Co., Ltd., 156 Princess St., Winnipeg, Manitoba.



Christmastide

In a few more days we will again celebrate the Christmas season, and will be on the threshold of another year. Looking back over the dying year, the implement industry of the Canadian West can face the future with one comfort—that trade can only show improvement. Despite a record yield of grain the fall demand for machinery was not heavy, and the lower prices for grain affected the purchasing power of the farmer. The general outlook, however, is better, for prices for farm products are stiffening and this should do much to improve demand.

The past season has again proved the importance of the farmer entering the stock raising business and dairy farming as a means of assuring steady revenue. So far settlement for goods sold has been slow and it is generally conceded that returns from this year's crop will only take care of partial obligations.

The lot of the distributor of farm machinery has not been enviable, but as a trade we have learned by long experience to take the turns of the wheel of business conditions with a stout heart. In the year ahead the dealer will have many problems to meet—beyond the mere fact of developing a demand, but the man who has ability and energy, who carries on his business on the proper basis, will find that 1923 will reward his efforts. The time has passed when the retail implement business can be regarded as a mere side-line. If manufacturers are to expect business from a given sales territory such volume will require the efforts of a real dealer, not a part-time agent.

Still, with all our business worries, the Christmas season is a time when we should try to forget the troubles of the past and the troubles that may lie ahead. However insistent these may be, as measured with conditions in other lands, we have much to be thankful for in Canada this Christmastide. The spirit of Christmas is a spirit that if prevalent throughout all the year would do much to make business relations better in any line. More good will, more faith and confidence and a keener understanding of the position of the other fellow does much to unravel the tangled skein of business worries.

With this issue we complete our eighteenth year of publication as Western Canada's only imple-

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF AND DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS VEHICLES, ENGINES AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG.

WINNIPEG, CANADA

Eastern Canadian Offices:—J. B. Rathbone, 95 King St. E., Toronto;
317 Transportation Bldg., Montreal.

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign, \$1.25 per year;

Single Copies, Ten Cents.

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the Implement and Vehicle Trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted, but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, DECEMBER, 1922

ment, tractor and farm equipment trade journal. We have had our worries, as have all other factors in the business, but in every issue we have endeavored to keep before the trade all development and progress in the industry from month to month. We have tried to maintain and improve our service to our readers despite conditions which effect the publishing business very adversely. Hundreds of letters from subscribers show appreciation of our repair service, which year after year is growing in volume of enquiries received and answered.

To our loyal advertisers everywhere we extend our best thanks for the business accorded us. In the future, as in the past, they are assured of our co-operation in assisting them to promote and increase the demand for their lines through the most economical and efficient sales channel—the retail dealer. To Dealer, Jobber and Manufacturer we extend our heartiest greetings. In 1923 may their efforts bring each individual and institution increased prosperity.

The Boy on the Farm

The most potent factor in keeping the farm boy on the farm and preventing the drift of the youths citywards, is modern farming

equipment. The boy notices that up-to-date neighbors who buy better machinery, pure-bred stock, etc., are more prosperous than his own father who may regard investment in labor-saving machinery a foolish policy. To the boy, the whole aspect of farm life is changed when he runs a good tractor and sees three furrows turned behind him instead of one in front of him. He feels the power under him. At the end of the day he has accomplished as much work as he formerly did in a week. There is a throb of the machine that goes through his veins and he loves it.

It is the duty of the dealer to help the atmosphere of the power farm predominate in other lines as well as the tractor. Let the engine pump the water, run the feed grinder, turn the grindstone, saw the wood, and a hundred other things that were formerly the bane of the boy's existence.

Apply the same power idea to the household. If the farm girl finds the drudgery of the washing, churning and sweeping taken away, the house has more charms than has hitherto seemed possible.

Judge a man by what he does rather than by what he says.

A man is as big as he honestly thinks he is, and no bigger.

Prices For The Coming Year

In view of the present condition in agriculture it is, of course, obvious that farmers and dealers will resist any tendency to higher prices for farm implements. Reports from the executives of the leading manufacturers of North America, which appear in this issue of "Canadian Farm Implements," very clearly define the position of the manufacturer. The manufacturers are well aware of the position of the farmer—and have been for the past several years, since first depression came. But their position in machine production is not enviable.

It is safe to say that the prices of farm machinery and implements were reduced last year far more than material and labor conditions then justified. Margins were cut to the quick by the producers in an effort to bridge the gap between what the farmer sells and what he has to buy. But during 1922 labor rates have been going up and producers of raw materials which the implement manufacturers require have been constantly advancing their prices, as well as taking their own time as regards making deliveries. In brief, the condition of the manufacturer is not a happy one.

Strange to observe, while the farmer has been operating without new implements, while his loudest complaints have been directed against the prices obtaining for implements, the demand for automobiles, for luxuries and semi-luxuries, has been maintained. The Ford organization broadcasts the fact that during 1922 they will manufacture over a million cars and trucks. Dealers know the high percentage of that production which goes to the farm. In the United States alone, during 1922 over 700 million dollars will be spent on music, musical instruments and musical education. Travellers for pianos and gramophones in Western Canada report satisfactory trade—implement travellers do not. It seems a paradox that the demand is most affected for the equipment which does more than aught else to make possible the purchase of such lines.

To revert to prices. If conditions in manufacture continue as at present, with advancing production costs due to increased material quotations, and continued high wage scales, it may be that advances in implement prices will be necessary, although such a necessity is to be deplored. As set at present the leading lines for 1923 are practically the same price as during the past year.

Business Changes—Personal Items

R. A. Hill, a dealer at Craik, has gone out of business.

The Elmwood Garage, Ltd., Winnipeg, has changed hands.

Hodgson Bros., Calgary, have sold out to W. R. McKie.

J. J. Ashby is the name of a new dealer at Assiniboia.

Mingle Bros. is a new firm in business at Bromhead.

Fichtner & Kaufenberg are new automobile dealers at Foam Lake.

A dealer named Wessinger is now operating at Tompkins.

The Rouleau Motor & Electric Co., Rouleau, suffered fire loss recently.

J. S. Buchanan has commenced in the harness business at Saskatoon.

P. P. Sawatsky has sold out his automobile business at Wyman, to P. G. Loepky.

McCue & Huff, implement dealers at Bowden, have dissolved partnership.

Scott & English, auto dealers at Holland, are succeeded by English & Anderson.

C. L. Haas has sold out his implement business at Bruno to C. Zackrel.

W. T. Rogers has withdrawn from the Saskatchewan Motor Co., Regina.

W. A. Warner has commenced business in a car agency concern at Miami.

A. German has been registered proprietor of the North Battleford Auto Top & Trimming Co.

E. F. Mittleholtz has sold out his automobile business at Aylesbury to F. A. Pierce.

The Ford Specialty Co. is a firm who opened for business in Winnipeg recently.

Rankin & Germain, auto repair men, Winnipeg, suffered fire loss last month.

Swenson Bros., automobile dealers at Birch Hills, are advertising their business for sale.

W. W. Lockwood is reported to have sold out his automobile business at Hodgeville.

The Pollock Motor Co., Leader, has been taken over by Ed. Cohen.

The Auto Service Garage, at Lenora Lake, has been sold out to Gorsalitz & Lovik.

M. G. Crosbie, dealer at Marquis, is reported to have discontinued business at that centre.

Moynan & Robson have commenced in the automobile business at Regina.

Wm. Groat reports fire loss in connection with his business at Star City.

W. O. Toone is now operating an agency business and garage at Beiseker.

Riley & McCormick, harness merchants, have opened a branch business in Calgary.

E. R. Pendleton is reported to have discontinued his automobile business at Wetaskiwin.

R. Mullet is stated to have discontinued his implement business at Vantage.

H. E. Gilroy has discontinued his automobile business at Drinkwater.

The garage and tractor business of Deaust Bros., at Gravelbourg, was burned out last month.

H. E. Free has closed his garage and farm equipment business at Lestock.

Magrath Motors, Magrath, of which A. N. Smith is the owner, have sold out to W. Wyman.

N. Northwood has taken over the assets of the Stavely Auto Service, Stavely.

E. Jones is commencing in the automobile business at Shackleton.

Evans & Hammett have commenced in a car and repair business at Glenavon.

Gardever & Doake is the firm name of two new dealers at Kennedy.

Karl & Frostad are operating an automobile and tractor business at Kincaid.

The Willard Storage Battery Co. have discontinued their battery sation at Lethbridge.

Chapman & Tyerman, auto dealers at Valparaiso, have erected a new garage.

A. W. Evans & Co., Glenavon, are making a large addition to their warehouse.

W. S. Fellows & Son have bought out the business at Riverhurst, formerly carried on by J. J. Ashby.

J. D. Scott has severed his connection with the East End Garage, at Treherne, but will continue in business.

E. W. Klecker is reported to have taken a partner into his garage and implement business at Chaplin.

John Klemenko, a dealer at Star City, is advertising his harness business at Ridgedale for sale.

Norman Johnson has taken over the business at Boissevain which was formerly carried on by J. C. McCalpin.

The Orr Range Boiler Casing System is the name of a new concern recently incorporated at Winnipeg.

J. A. Nash, who formerly operated an implement business at Cereal, has transferred his interests to W. J. McFalls.

R. Mullett, formerly a dealer at Vantage, has sold out at that point to Mr. Renwick, of Assiniboia.

The Springside Garage, Springside, have installed a magneto recharging set for tractors and cars.

Q. Pettigrew, thresher dealer at Lumsden, reports good sales of threshers during the past season.

The Prairie Implement Manufacturing Co. Ltd., is the name of a new concern recently incorporated at Regina. Their capital is \$20,000.

Geo. Fraser has commenced in the harness business at Ridge-dale. He moved from Saskatoon where he formerly operated a harness store.

F. E. Kenaston, chairman of the board of directors of the Minneapolis Threshing Machine Co., Hopkins, Minn., was a recent business visitor to Winnipeg.

Sidney Ross, assistant sales manager of the Hart Grain Weigher Co., Peoria, Ill., was a recent business visitor to Winnipeg and Regina.

The Garries Company, Bentley, report that they recently built a new implement warehouse which will help them make great improvements in their business.

Mayor Henry Cater, of Brandon, the well-known pump manufacturer in that city, was recently re-elected mayor by a large majority.

The Cushman Farm Equipment Co., Ltd., has been incorporated at Winnipeg with a capital of \$20,000. They carry on the business of the Cushman Motor Works of Canada, Ltd.

Masterton Motors Ltd., auto dealers, Regina, have moved to a new location in that city. In the same centre Smith & McNally are running the Auto Storage & Service Station.

Hart-Parr Co. of Canada, Ltd., who were formerly distributors of Hart-Parr tractors in Manitoba, have gone out of business. This tractor is now distributed by another organization.

P. J. Grout, manager of the Twin City Separator Co., Winnipeg, reports a very satisfactory demand for their elevator cleaners from many points throughout the West.

Col. W. B. Brinton takes over the management of the Grand Detour division of the J. I. Case T. M. Co., Dixon, Ill., succeeding his son Lieut-Col. Bradford Brinton, who becomes a member of an underwriting firm in New York.

W. E. Underwood, manager for the John Deere Plow Co., Calgary, and H. H. Kohlman, manager of the Regina branch of the company, recently spent a few days at the Winnipeg office going into conditions with D. Dreher, vice-president of the company and manager of the Winnipeg branch.

D. N. Jamieson, manager of the R. A. Lister Co. of Canada, Winnipeg, recently returned from a three weeks visit to the Toronto headquarters of the company.

Greetings



May Good Health, Happiness and Prosperity be the portion of our Friends in the Implement Business, wherever located, throughout the coming year. To you and yours we extend our most Hearty Wishes for a

Joyous Christmas

and a

Prosperous New Year

Canadian
Farm Implements

Mr. Jamieson went east to confer with Charles Lister, head of the firm in Great Britain, who is at present on a visit to the Canadian head office.

Lon. Middleton has moved from Decker to Kelwood, where he will engage in the implement and automobile business.

Russell L. Delahay, of Regina, will in future carry on his business under the name of the Macartney Milking Machine Company.

Alexander Legge, president of the International Harvester Company, recently left Chicago for Europe where he will spend some time in the interests of his organization.

M. J. Rodney, managing director of the International Harvester Company of Australia, spent a week or two in Winnipeg lately renewing old acquaintances. Mr. Rodney was formerly manager of the Winnipeg branch of the company.

F. A. Kauffman, for more than 20 years head of the domestic collection department of the International Harvester Co., and one of its predecessors for almost 30 years, retired on December 1st. He is succeeded by William Matthews, assistant manager of the department.

Lockhart & Birkinshaw, implement dealers at Rapid City, advise us that they have sold out their storage garage, repair garage, equipment and all accessories to Soldan & Bollin of Rapid City. The latter firm will handle the Ford business and will operate an up-to-date service department.

E. J. Benedict, well known to the West Canadian trade, was recently appointed manager for the Emerson-Brantingham Implement Co., at Sioux Falls, S. D. Mr. Benedict has had long experience in the trade. For ten

years he was traveller for Nichols & Shepard, Minneapolis, then going for five years to Regina, for Reeves & Co. In 1912 he became manager for Emerson-Brantingham at Regina, continuing until 1918. He entered another line of business until 1922, when he became assistant manager for the E. B. organization at Minneapolis. His promotion will be of interest to his many friends in the West.

U.S. Carriage Builders Met

The Carriage Builders' National Association in the United States held their 50th annual convention in New York last month. The association has approximately 200 members. The development of the automobile and motor truck has affected the industry, for in 1872 some eleven thousand carriage factories in the United States were turning out over 1,800,000 jobs.

Reports from members showed a marked increase in business over 1921, with a very encouraging outlook for 1923. The manufacturers discussed ways and means to get a share of the business in sight; but they claim that the most serious condition confronting them is the lack of interest shown by dealers in buggy and wagon lines. To overcome this condition the association propose to establish a general advertising agency to advertise horse drawn vehicles in all leading trade and implement journals going to the dealer. They will also go after the farmer through the Farm Press. The proposed agency would prepare advertisements for local dealers and would also prepare editorial copy on buggy sales development for the trade journals.

It was also suggested that the manufacturers of carriages can-

vass the dealers closely, and get the dealers to co-operate in developing business. In connection with buggy prices, the executive reported as follows:

"The prices on buggies this past season were not based on the prevailing market cost of material plus the cost of manufacturing. Every manufacturer was anxious to liquidate his stock, which was bought at high prices. In order to establish a selling price, he anticipated an extremely low market price for the replacement values of the materials he had and figures his cost and selling price accordingly. Unfortunately, however, these low prices on material were never realized. On the contrary, prices of material have shown some sharp advances. Since the stock on hand has practically all been consumed or soon will be, the buggy manufacturer is confronted with a serious situation, as he must purchase new material at the present prices.

"The only alternative left for him is to base his cost and selling price on the present market cost of material, plus the cost of manufacturing and selling. This will necessarily mean quite a sharp advance in the price of buggies."

Advance-Rumely to Hold Their Fifth Annual Tractor Schools

Five years ago Advance-Rumely conducted their first tractor schools at La Porte, Indiana and it was such a tremendous success from the start, that they have not only continued it every year, but it has increased steadily in size, both in equipment and attendance.

In view of the fact that over 2000 students will take advantage of these schools, they will be held at various Advance-Rumely branches throughout the country in order to properly take care of this quantity.

Complete instruction on the care, operation and construction of separators is one of the new features of the Rumely 1922-1923

Tractor Schools, which start in Dallas on December 18th.

This department is to be in charge of R.H.S. Henderson, one of the most experienced service men in the entire organization. Dealers and owners who have attended some of the previous schools will remember Henderson as the man in charge of the tractor laboratory in both the 1920 and 1922 schools.

He entered the Company's employ in 1912 at Winnipeg, and except for four years spent in the Canadian Army during the World War and the time spent at two dealer schools, he has been experting in the wheat fields of Canada.

One of the new ways devised to teach separator principles in this department is a sectional separator cut into three parts. The first part contains the separating mechanism of the thresher, and includes the cylinder, concaves, beaters and traveling chain rake. The second part consists of the upper part of the frame—the straw rack, lifting fingers and grain pan. The third part consists of the shoe, sieves and all other parts of the grain cleaning mechanism.

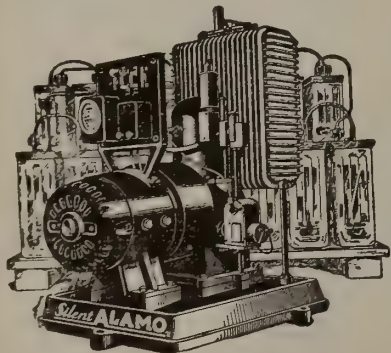
J. L. Ahart will discuss ways and means of increasing farm crops and profits.

All departments at the schools have been enlarged and six car loads of machinery will be carried. The schools at the factories at La Porte will be held from January 29 to February 9th. Schools will be held at points from Dallas in the south to Fargo, N. D.

France Holds Second Farm Machinery Exhibit

A second exhibit of agricultural machinery will be held in the Grand Palais on the Champs-Elysees, Paris, in the latter part of January. This exhibit will be under the auspices of the Union Intersyndicale des Exposants de Machines et d'Outillage Agricoles, and will be confined strictly to articles used in agriculture.

Profit By the Demand for Silent ALAMO Electric Light and Power Plants



Ample capacity for any farm home, or for stores, halls, etc. Lights home and barn, also operates cream separator, churn, washer, water system, fanning mill, etc. Perfectly balanced; no vibration. Compact, complete; built on solid base. All moving parts enclosed. Motor automatically controlled. Throttle governor. Also

EMPIRE MILKING MACHINES (Pulsator has 4-year guarantee). CREAM SEPARATORS and GASOLINE ENGINES in all sizes.

Get our Prices and Agency Offer.

ROBINSON-ALAMO, LIMITED

140 Princess Street

(Distributors)

Winnipeg, Man.



Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

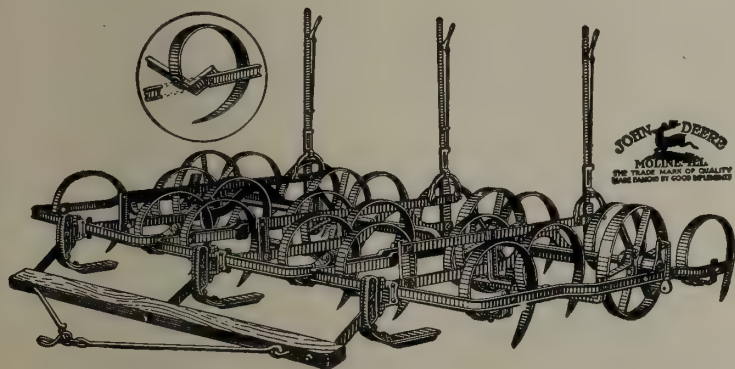
His goods are the standard, and prices are right. BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.



Comes again the Season of Christmas when all kindly-disposed folks agree to dissolve the past, with all that it holds of disappointment, in one common cup of happiness.

The John Deere Plow Company, Limited, take this opportunity to wish their old friends who would line up with them in the front rank of the "kindly disposed folks," unalloyed happiness in the glad season, and express the hope that with the dawn of the New Year a light will break on things that hitherto have been dark or obscure, and that 1923 will be the brightest and best the country has ever known.

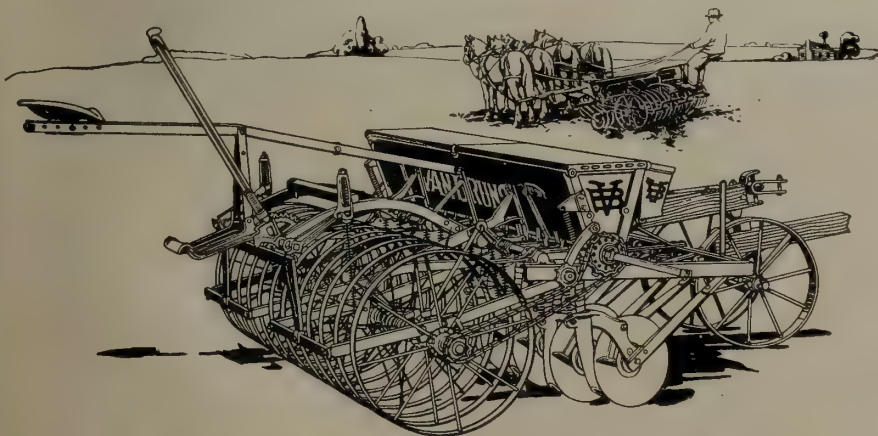


New Deere Gang Plow.

The New Deere Gang, (equipped with quick detachable shares) is made of heavy special steel beams of extraordinary strength. Rigid steel frame; convenient landing lever; adjustable pole plate; strong steel clevis, with ample adjustments; high wheels with wide tires and oil-tight dust proof boxes. **LIGHT DRAFT** because all weight is carried on the wheels; no bottom or land-side friction. **POWERFUL FOOT LIFT** that a small boy can easily operate. A slight push lowers the plow. Can be set to lower automatically, or left loose for strong or rooty ground.

The New Deere Gang has established a wonderful record in Western Plowing Contests. For this reason it is widely known, widely respected and easily sold to a practical farmer who wants the finest thing in a perfectly balanced plow that he knows will do first-class work and as much of it as he needs.

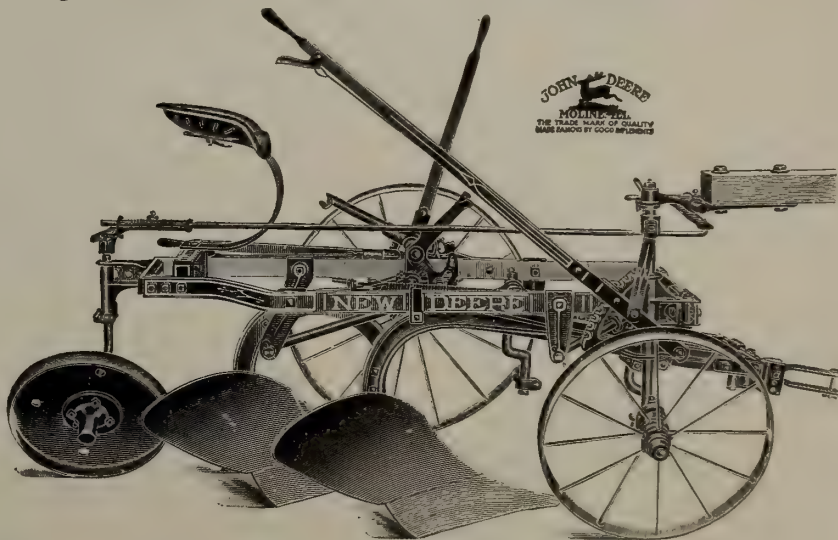
Get our whole line of plow literature, and get to know just what there is in John Deere Plow Bottoms.



Quack Grass Destroyer.

Whoever has suffered from the Quack Grass Pest knows that it is one of the most difficult of all crop enemies to deal with. The **JOHN DEERE SYRACUSE QUACK GRASS DESTROYER** is the most effective weapon that has yet been designed, and it is **COMPLETELY EFFECTIVE** in eradicating **QUACK GRASS**. Getting rid of the underground stems is the only practical way, and this implement has been carefully designed to get at **ANY MANNER OF SUB-SURFACE GROWTH** and especially the straggling root-system of the Quack Grass.

NOTE—NOT TO CONFUND THIS WITH ORDINARY SPRING-TOOTH HARROW, which cuts and breaks the roots—the **QUACK GRASS DESTROYER** brings them intact to the surface. The teeth of the John Deere Syracuse Quack Grass Destroyer are shaped for quick, deep and thorough penetration and can be adjusted to meet the exact depth required. At any angle set they cannot fail to bring the underground stems to the surface.



Van Brunt Low Down Press Drill.

is a great and growing favorite because of its unmistakably perfect work in getting in and securely packing the seed just where it ought to be in the seed-bed. Where the soil is dry and unusual care must be taken to retain moisture, the low-down press drill is really a necessity.

A press wheel follows each disc and packs the soil firmly over the seed—guaranteeing rapid germination if the seed is right, and safeguarding it from the wind. High grade steel discs have chilled iron bearings—the best made—guaranteed not to work loose or wear out. Press wheels extra large with wide tires. Made in two sizes: 16-7 inch and 18-7 inch; single, double-disc and shoe Markers supplied.

Bank on John Deere for 1923

JOHN DEERE PLOW CO., LTD.

WINNIPEG

REGINA

SASKATOON

CALGARY

EDMONTON

LETHBRIDGE

Implement Production in the United States in 1921

The U. S. Department of Commerce recently issued a report showing the production and sales of farm implements and machinery in that country during 1921. Owing to lack of sales reports by concerns whose chief line of manufacture is not implements, the report is, to say the least, misleading. It is shown that the value of total farm equipment manufactured in the U. S. in 1921 was \$310,567,000 as compared with a value of \$536,945,000 in 1920.

Returns are reported from 1,143 establishments. Some of the leading lines produced, as to quantity, are as follows:

Plows, and listers, 562,048; planting machinery, 310,377; cultivators, 446,655; harvesting machinery, 118,876; haying machinery, 217,774; crop preparing machines, 76,708; steam tractors, 957; tractors and traction engines, not including steam tractors, 76,046; horse drawn vehicles, 95,049; and barn equipment to the value of \$428,000. The total production would aggregate about 60% of the 1920 volume of production.

In connection with tractors manufactured the classification according to belt h. p. manufactured is as follows:

From 9 to 15 h. p. 412; 16-18, 966; 19-22, 46; 23-26, 1,943; 27-39,

230; 40-59, 537, and tractors of 60 belt h. p. and over 89 machines.

In connection with some of the specific lines the reports show the following production for 1921—Spike tooth harrow sections, 175,740; horse and tractor disc harrows, 118,521; pulverizers and packers, 7,283; grain binders, 72,184; combination harvesters and threshers, 5,027; potato diggers, 7,683; feed and litter carriers, 997; hay forks, 8,349; hay slings, 18,030;

Stanchions, barn, 16,400; stalls and fittings, 6,552; grain threshers, wood, 6457; grain threshers, steel, 6643; ensilage cutters, 11,301; hay presses, 2,904; grain cleaners and graders, 3,819.

Farm wagons, 4,120; farm trucks, 1656; reported by carriage factories 55,120 wagons and 34,144 carriages and buggies. Grain drills, horse, 40,934; tractor grain drills, 1465; potato planters, 36,892; Sulky plows, 45,635; tractor moldboard plows, 23,916; tractor disc plows, 9379. Total value of 562,048 plows made, \$12,974,000.

Cream separators, 49,024; elevators, 1011; gasoline and kerosene engines, 104,636; portable gas engines, 1,834; steam portable engines, 650; manure spreaders, 43,837. Fewer separators were exported last year.

Milking machine units, 43,290; pumps, all kinds, 1,334, 486. Silos, 596; stump pullers, 224; windmills, 38,570; windmill towers, 19,647 and 3600 wood sawing machines.

The 1921 statistics compiled by the Bureau of the Census are from 1,143 establishments which, classified according to their products of chief value, were engaged in the industries designated as follows: Agricultural implements, 423 establishments (including 73 having products valued at less than \$5,000 each, the total value of their products amounting to \$132,500); engines, 79; dairymen's, poultrymen's and apiarists' supplies, 24; windmills, 26; pumps, 242; foundries and machine shops, 141; carriages and wagons, 208.

The volume of foreign sales compared with domestic sales was larger in harvesting machinery than in any other kind of farm equipment. The entire 1921 production was \$17,890,000; domestic sales of \$8,714,000 were reported and foreign sales amounted to \$5,673,000. The domestic sales of combined harvesters and threshers were \$1,477,000, while the foreign sales were 31 per cent greater, or \$1,935,000. Foreign sales of self-rake reapers were \$489,000, or more than ten times the sales for domestic use. The value of grain binders produced amounted to \$9,310,000.

The values of the principal machines for preparing crops for market use: Grain threshers of wood were, \$6,274,000, and of steel \$5,663,000; ensilage cutters, \$1,904,000, and corn huskers and shredders, \$1,405,000.

Saskatchewan Wholesalers and Dealers Discuss Revision of Contracts

A meeting was recently held in Regina between the provincial committee of the implement trade section of the Retail Merchants Association and the legislative committee of the Regina Wholesale Implement Association. Those present included:

For implement trade:—A. J. Humphries, F. W. Dalzell, W. J. Keller and H. T. Pizzey, trade section secretary.

Wholesalers legislative committee.—H. J. Quane, J. I. Case T. M. Co.; H. H. Kohlman, John Deere Plow Co.; V. N. Cornwall, Nichols & Shepard Co.; J. Turnbull, Massey-Harris-Co.

Secretary Pizzey outlined the purpose of the meeting and stated that implement dealers were unable to comply with the provisions of the Farm Implement Act in the matter of warranties and guarantees, as these were not given by the companies from whom the dealer purchases.

A. J. Humphries, in stating the case for the retail dealers, pointed out that the findings of the Saskatchewan Farm Machinery Commission of 1915, in their report, does not recognize the existence of retail implement dealers, but consignment agents only. In Section 4 of the Report (page 13) it is clearly stated: "At the outset one may point out that practically the whole of the farm

HART NEW MODEL SELF FEEDER

"Keeps the Separator Busy"



FIND OUT MORE ABOUT THE FEEDER THAT CAN BE OPERATED WITH A 1 1/2 INCH BELT.

Investigate the new method of feeding. Read about the **VARIABLE SPEED CONTROL** which keeps the separator busy without slugging or overloading. An unqualified success. Furnished with either 9 or 14-foot folding carrier. Fits any separator, old or new.

ILLUSTRATED CATALOGUE NOW READY—YOURS FOR THE ASKING

HART GRAIN WEIGHER CO., PEORIA, ILLINOIS, U.S.A.

machinery used in Saskatchewan is manufactured outside of the Province and is sold here chiefly through agents of the Manufacturers."

It was argued by Mr. Humphries that the Act is therefore based on a misconception as each and every contract offered by the larger companies operating in Saskatchewan requires, and always has required, that the retail dealer purchase outright on a wholesale basis, a certain number of lines, which stated Mr. Humphries, are ever increasing.

Further, added the speaker, if the implement dealer is to show a profit it is absolutely necessary that he buys all his small implements outright on a wholesale basis, as the margins provided under Commission, Consignment and Farmer's Note Contracts do not even cover actual operating costs. This results in many dealers buying outright considerable quantities of spare parts and large and small implements.

"The Saskatchewan Farm Implement Act," said the speaker, "as we understand it, puts each and every one of these men who thus purchase outright on a wholesale basis, whether under compulsion or voluntarily, in the position of vendor, and as such, they are required to assume the responsibilities for performance, etc., as required by all the warranties, as well as to stock repairs for a period of ten years from the date of the last sale. In other words, the date they may retire from business."

No provision is made in the Act or in the contracts offered dealers by the companies for the giving of such warranties, nor for supplying of extra parts by the companies to the dealers, either during period contract continues or after business relations have ceased to exist. In view of this fact, the Dealers' Committee

considered it essential and expedient that (a) Contracts be revised to convey the necessary warranties and guarantees to the dealers, or (b) The Farm Implement Act be amended to relieve the retail implement dealer of the present obligations imposed where they become "Vendors" under the Act. Such was the case for the dealers as submitted by Mr. Humphries.

In reply Mr. Kohlman maintained that the Companies understood that the Act placed the responsibility upon them—not upon the dealers. Mr. Keller countered that there could be no doubt that dealers became "vendors" under the Act when they purchased outright.

The Secretary read three legal opinions confirming the statements made by Messrs.

Humphries and Keller. The latter averred that the Act protected the companies and did the very reverse as regards their dealers.

Mr. Quane believed that Contracts should be revised as it would be unwise to attempt to obtain amendments to the Act. Mr. Keller took the opposite view, stating that no amendment could make the Act more onerous to the retail dealer than it now is.

Mr. Kohlman believed that their dealers used the companies forms and that his company accepted the responsibilities so engaged. Mr. Quane explained that the company, when the dealers purchased outright, gave them exactly the same warranty as they—the company—were required to give the farmer. In fact they

used Form "A," which is the same as the dealer has to use.

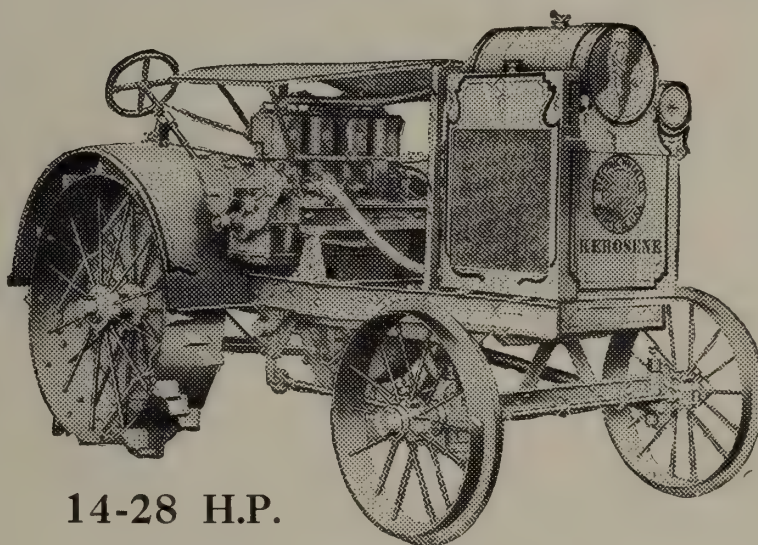
Mr. Keller maintained that the Provincial Committee were of the opinion that the exact warranties and guarantees—word for word—should be embodied in the contracts offered to retail dealers.

The Secretary could see no objection justifiable in the companies revising the contracts and making the alterations suggested, inasmuch as Mr. Kohlman had held that the companies assumed entire responsibility to the farmer.

On behalf of the Legislative Committee of the wholesale association Mr. Quane, convener, said that they would certainly recommend to their association that contracts be revised to meet the wishes of the dealers.

It is understood that the branch managers recommend this.

Keep Ahead of Competition in 1923 with THE WHITE "FIRST QUALITY LINE"



WHITE ALL-WORK TRACTORS

A 3-4 plow tractor that meets the farmer's demand for better quality at a reasonable price. A guaranteed kerosene burner. Heavy-duty motor, 4 cyl, 5x6". Direct drive; no transmission gears in mesh on belt work. The 13 3/4 x 7 1/2" Hyatt mounted belt pulley is in line with crankshaft. The All-Work has roller and ball bearings throughout. Full rated power delivery. Economical to operate. Easy control; auto-steering. Wonderful value at a remarkably low price.

Secure Your Territory

The White Contract for Tractors, Steam Engines and Threshers, coupled with our real sales co-operation, offers dealers big sales opportunities in 1923. Clean, satisfactory business. No swamping of margins through excess service requirements.

14-28 H.P.

"Challenge" Threshers for Superior Service



Size 24x40
Special for
Light Tractor

A full range of sizes:—20x36, 24x40, 28x46, 32x54, 36x60 and 40x66. Our threshers are known all over the Dominion for their superior design and construction, great capacity, and fast, clean and thorough work. Built for Western condi-

tions. Give unvarying satisfaction. You have a range of sizes to meet every demand. Our 1923 contract offers dealers an exceptionally attractive proposition. Secure your territory at once.

Write us for full particulars.

GEORGE WHITE & SONS CO. LIMITED
BRANDON, MAN. MOOSE JAW, SASK. SASKATOON, SASK.

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. Ltd.
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

National Tractor Trials Held in Great Britain

The principal tractor trials in Great Britain were held this year at Dalkeith, Scotland, on October 17-20. The event was promoted by the Highland and Agricultural Society of Scotland. Fourteen tractors were entered which complied with the Society's weight limit of not over 4480 pounds. Three tractors were over that weight, two rotary tillers and two spare tractors. There were also demonstrated 26 plows, several being duplicate types, 11 tractor cultivators, two grubbers, 10 harrows and three miscellaneous devices.

The test was a hard one as the field conditions were rolling, with considerable gradients. The soil varied from medium to heavy loam. A reporting committee took care of data as regards results, the features which got special attention being:—Weight, design and construction, quality of work done. Time taken and attendance required. Adaptability in doing different jobs. Ease and safety of handling; ease in turning, and space taken, uniformity of furrow ends, facility of hitching, etc.

The first day was devoted to plowing stubble. The tractors were allocated to position by ballot, the furrows going uphill. The gradient was 1 in 6 at the stiffest point, according to the very complete report in the *Implement and Machinery Review*, of London. A high standard of uniformly excellent work was maintained during the day—the plows running well. Only occasional adjustments were needed. It is stated by our contemporary that where Scottish breaker moldboards were used the typical Scottish furrow, with "feather top" was set perfectly. The work of general purpose bottoms was also excellent, and this means much in Great Britain where quality of plowing is the ideal of the farmer to a degree we cannot understand in Canada. The Scot must have the top growth inverted.

Fuel was measured out and all details checked by official observers. Following are details of the outfits entered:

The Hart-Parr "20" pulled a Sellar two furrow plow with renewable bar point. Two nine inch furrows were cut easily to 8½ inches deep.

A Case 10-18 drew a two-furrow Massey Harris plow with digger breasts. This cut a 10 inch furrow to 9 inches deep.

The Austin tractor with a two furrow Ransome plow, 10 inch width, operated at 9 inch depth, while the "Glasgow" tractor with an Oliver No. 78 plow, cut two 12 inch furrows 12 and 12½ inch depth. This British tractor has a drive on all three wheels.

The Blackstone crawler tractor starts from cold on kerosene. It pulled a two furrow 10 inch Dux plow to 9 inches deep. Another "Glasgow" tractor hauled a new type of Morton plow which has adjustable furrow width and self lift device. This plow has also quick depth adjustment and can be converted into a grubber, a stubble scarifier, or a cultivator. It will plow and cultivate at the same time or even scarify stubble, plow and cultivate simultaneously. When multiple tasks are done, extension pieces are bolted to the frame, which then more than ever resembles that of a cultivator. On this occasion plowing alone was executed, and though not of even depth throughout, the work averaged 9 in. deep and was finely turned under by the specially shaped breasts, whose curve was pronounced.

A British built "Wallis" tractor was seen pulling a Hornsby 3 furrow 10 inch plow which operated at 9 inch depth. The International tractor and International plow, entered by the International Harvester Co., of Great Britain, had the worst part of the hill to surmount, but operated two and three bottoms to 9 inch depth with general purpose bottoms.

A 17 h.p. Cletrac tractor drew a special single furrow Ransome plow and did good work throughout the test.

Over the 4480 pound limit was the Case 15-27 pulling a three furrow 10 inch Cockshutt plow to a depth of 9 inches. This tractor had a continuously successful run.

Next to this tractor was a Hart-Parr "30" operating a three furrow 10 inch Ransome plow, cutting 9 inch deep furrows and doing good work. A Fordson pulled a two furrow Begg plow of British make. This light plow had moldboards of new design which made a good job.

Another Hart-Parr "20" operated a Martin general purpose 10 inch 2-furrow plow, at times using three bottoms.

The Case 12-20 h.p. was new to British engineers and attracted much attention. Rated at 20 h.p. it showed a reserve of 20 per cent. over this figure. The tractor pulled a two furrow Ransome

plow with the greatest ease, doing remarkably fine work.

Two Simar rotary tilling machines were shown by Browns, of Newcastle. One machine tilled a cut 4 ft. 6 ins. wide. The other was a 6-8 h.p. market garden type. Both did well and pulverized the soil to a depth of 8 inches.

The type "W" Cletrac came next with a two furrow Ransome plow, and alongside was an International tractor with a two furrow Sellar plow. Next in line were two Fordsons which operated Oliver plows. One was a No. 3 one furrow model, 14 inch size, cutting 10 inches deep. The other was a two furrow type 14 inch which cut 8½ ins. deep. Later in the day the tractors showed their adaptability in pulling cultivators.

Second Day's Tests

Plowing in sod was the programme for the second day but the work as a whole was not so perfect from the farmer's standpoint.

The Scottish farmer in plowing lea wants the land well set up with furrows closely laid on top of each other. There must be no breakage, no air spaces, for the seed would fall in the cavities when broadcasted later after the harrowing. The Scot wants plenty soil on top of the set up ridge. With different bottoms the tractors went at lower speeds and some of the work was very good, although not so uniformly excellent as the first day in stubble. The work required very particular plowing.

The rotary tillers naturally did not show to advantage on the sod work as the pulverizing was not so perfect.

The third day's work was on very hilly ground which tested the ability of the tractors to the uttermost—at cases 1 in 5 gradient being general. A hard dry stubble was negotiated. After two hours plowing cultivating was begun and subsoiling on some plots. Other operations undertaken were the operating of diversified implements such as grubbers, Scotch brake harrows, pole harrows and drags, disc harrows, spring tooth and self-cleaning harrows, stubble breakers, etc.

The possibilities of subsoiling developed great interest in this operation. Plowing and subsoiling in cases meant opening 14 inches, plowing five inches and 9 inch subsoiling—and turning a clean furrow that was later worked to perfection.

Grain Growers Will Discontinue Farm Machinery Business

At a recent meeting of shareholders of the United Grain Growers, held at Calgary the week of November 20th, in his annual report, President T. A. Crerar stated that none of the subsidiaries of the company have made money in the past year, while some incurred losses. He said: "In the parent company's business the co-operative machinery and supplies department have proved a heavy burden, while the grain end has been the profitable end of it." For the first time in 16 years the company will declare no dividend. Current assets are \$4,406,000.

Total earnings of the parent company for the year was \$2,427,293.74, and total expenses, \$2,545,634.05, showing an operating loss of \$118,340.31. The inventory of the machinery and supplies department was written down \$153,218 during the year. The board have decided to close out the handling of farm machinery, but will continue to handle twine, coal, flour, fence posts and some other lines.

The general reserve of the company, which stood at \$1,765,736 a year ago, has been reduced to \$1,200,000. The loss for the past year in the sawmill business of the company in British Columbia, was \$75,000. The asset value of the mill has been reduced by \$200,000. The total assets of the company and its subsidiaries was given as \$10,000,000.

The Public Press, and the organ of the grain growers, the Grain Growers Guide, showed a slight profit, but the revenue of the printing company was reduced from \$420,000 to \$289,000. The grain handled by the company in the past year was 5½ million bushels less than in the previous year, and there was but small profit reported in the operation of the 346 country elevators.

In explaining the necessity of discontinuing the machinery and supplies department of the company, Pres. Crerar said: "The directors have come to the conclusion that as far as farm machinery is concerned, and several other lines of farm supplies, it is not practicable to carry this along on a mail order cash basis. The very serious condition of the western farmers in the last few years reduced their purchasing power to the lowest possible point, and the company, obliged to carry stocks purchased necessarily at high prices to meet this, was unable to dispose of them and had to reduce the price to where they were sold at a loss."

"Red Baby"



Face the New Year — Prepared

A NEW YEAR is ahead, and with it will come thoughts of a new selling season—a more active season than ever before. Throughout the Dominion hundreds of McCormick-Deering dealers will look to their stocks and their selling facilities—and in a great many instances, to their “Red Baby” Sales and Service Trucks.

The far-seeing merchants who adopted the “Red Baby” some months ago realized the value of suitable equipment for selling and servicing modern farm machines. They had put in years of effort attempting to cover their extensive territories adequately with out-dated horse or motor equipment. When the “Red Baby” sales and service plan was laid before them, they adopted it with enthusiasm. And their sales

records for the past year indicate the wisdom of their choice.

In the coming year these men will go ahead with their modern methods of merchandising—confident of more than usual success. Theirs is a new view of the farm machine business—and the “Red Baby” is largely responsible.

If you have not already joined the ranks of “Red Baby” owners and enthusiasts, why not make such a move a part of your New Year plans? There is much good business ahead for the energetic McCormick-Deering dealer. And a “Red Baby” will widen the scope of your activities. You can ask the blockman to explain the plan to you, or you may write to us for complete information. Face the New Year—prepared!

INTERNATIONAL HARVESTER COMPANY

OF CANADA LTD.

HAMILTON - - - CANADA

16 BRANCH HOUSES IN THE DOMINION

Redden Resigns Position with Case T. M. Company

John Redden, the popular manager of the Winnipeg branch of the J. I. Case Threshing Machine Co., resigns his position on December 15th. Mr. Redden is leaving Winnipeg for Topeka, Kansas, where he will reside in future. He finds it necessary to discontinue his connection with the Case organization, as he has large interests in Kansas which urgently require his personal supervision.

Mr. Redden, who is well known to the tractor and thresher trade in Western Canada, is a native of Nova Scotia, coming West as a youth. In 1907 he joined the J. I. Case T. M. Co. at their Regina branch, as a salesman. In 1911 he was appointed assistant manager of the Regina branch, and in 1914 became manager of the Winnipeg branch. Under his capable supervision the business of the company in Manitoba has greatly increased in volume. The tractor and thresher trade regret "Jack's" departure from the business, in which he has so many friends, and personally he regrets the necessity for severing connections with the big Case family, with whom he has been identified for so long. Mr. Redden is a member of the Winnipeg

Wholesale Implement Association and is a prominent Rotarian.

He will be succeeded as manager at Winnipeg by L. J. Mumford, who has been assistant manager of the branch for the past seven years. Mr. Mumford has been identified with the Case organization for the past twenty years. We wish him every success on his well merited promotion.

Officers of Cockshutt Plow Co. Re-elected

The annual meeting of the Cockshutt Plow Co. was held at the head office, Brantford, Ont., on Nov. 28th. The annual statement and re-election of officers constituted the business. Officers elected were: President, Colonel Harry Cockshutt, Lieut.-Governor of Ontario; first vice-president and general manager, E. A. Mott; second vice-president and works manager, G. K. Wedlake; secretary, E. Sweet.

Brantford Cordage Co. May Erect New Mill

The Brantford Cordage Co., Brantford, Ont., are seriously considering the erection of a new cordage mill in addition to the two mills they now operate. This is a result of the increasing demand for their binder twine and

other products. Even although the company have installed a number of new machines in the past year the demand is now over-taxing their maximum production capacity.

The company report that owing to the heavy demand for Brantford twines and cordages they have been operating their mills continuously ten hours per day, with a 59-hour week. In addition the plants have been operating overtime three nights a week. Owing to plenty of labor and steady demand the output of the company for 1922 exceeds that of any previous year in their history. They now have more operatives employed than ever before.

Changes in I.H.C. Organization

Several changes in the executive organization of the International Harvester Company were made by the directors at their meeting held during November.

Herbert F. Perkins, vice-president, heretofore in charge of all manufacturing and raw materials operations, was assigned to assist the president in the administration and general management of the company's affairs and to be acting president in his absence.

George A. Ranney, heretofore secretary and treasurer, was elected vice-president and

treasurer. Mr. Ranney entered the service of the old McCormick company as cashier in 1898, and has been secretary and treasurer of the International Harvester Company since 1916.

W. M. Gale, heretofore assistant treasurer, was elected secretary.

The new office of director of engineering was created, and E. A. Johnston, heretofore manager of the experiment department, was appointed to fill it.

Cyrus McCormick, Jr., heretofore works manager, was elected a vice-president and given charge of the company's manufacturing plants in the United States, Canada and Europe. Mr. McCormick is the elder son of Cyrus H. McCormick, chairman of the board of directors. He has been in the company's service since he was graduated from Princeton in 1912, working in several of the factories and in the company's sales organization in the field. Since 1919 he has been works manager in charge of Tractor Works, Chicago, and of the works at Milwaukee, Wis., and at Akron and Springfield.

Deere & Co., Moline, Ill., recently declared a dividend for the quarter of 75 cents a share on preferred stock.

EXCURSIONS EASTERN CANADA PACIFIC COAST EXCURSIONS

HOME-VISITORS' FARES TO CENTRAL STATES

PACIFIC COAST

REDUCED FARES

—FROM STATIONS—

WINNIPEG AND EMERSON WEST IN MANITOBA
SASKATCHEWAN AND ALBERTA

—TO—

NEW WESTMINSTER, VANCOUVER
AND VICTORIA

FIRST-CLASS ROUND TRIP ON SALE

DEC. 5, 7, 12, 14, 19, 21, 26, 28, 1922
JAN. 2, 4, 9, 11, 16, 18, 23, 25, 1923
FEB. 6, 8, 1923

TICKETS GOOD TO RETURN UP TO APRIL 15

CHOICE OF ROUTES | STOP-OVERS

EASTERN CANADA

FROM STATIONS

WINNIPEG WEST IN MANITOBA
SASKATCHEWAN AND ALBERTA

FIRST-CLASS TICKETS WILL BE SOLD

SINGLE FARE AND ONE-THIRD

FOR ROUND TRIP

—FROM—

DEC. 1, 1922 TO JAN. 5, 1923 (Both days inclusive)

—TO POINTS—

EAST & SOUTH OF & INCLUDING SUDBURY & COCHRANE

GOOD TO RETURN WITHIN 3 MONTHS FROM DATE OF SALE

CHOICE OF ROUTES | STOP-OVERS ALLOWED

TICKETS VALID IN TOURIST & STANDARD SLEEPING CARS

UPON PAYMENT USUAL ADDITIONAL CHARGES

EXTENSION PRIVILEGES ON TICKETS

CENTRAL STATES

FROM STATIONS

ALBERTA AND SASKATCHEWAN

—AND BETWEEN—

HUDSON BAY JUNCTION AND THE PAS

FIRST-CLASS ROUND TRIP TICKETS ON SALE

DAILY DEC. 1 to JAN. 5, 1923

—AT—

SINGLE FARE AND ONE-THIRD

TO POINTS IN

CENTRAL STATES

MINNEAPOLIS, ST. PAUL, DULUTH,
MILWAUKEE, CHICAGO, CEDAR RAPIDS,
DES MOINES, COUNCIL BLUFFS, FT. DODGE,
ST. LOUIS, SIOUX CITY, KANSAS CITY,
OMAHA, WATERTOWN, MARSHALLTOWN

TICKETS GOOD FOR THREE MONTHS

Our travel experts are at your disposal. They will assist you in arranging all details, quote lowest fares, make reservations, and give you all information on any of the foregoing points.

FOR SERVICE

Canadian National Railways

FOR COMFORT

FINANCIAL POSITION OF FARMER IMPROVED

An Address by Finley P. Mount, President Advance-Rumely Company

In an address to the tractor and thresher department of the National Association of Farm Equipment Manufacturers in the United States, Mr. Mount gave some very interesting data. Extracts from his speech follow:

Since the depression which started two years ago, there has been very great need for getting together on those things of common interest to our business and of mutual benefit to ourselves as manufacturers, to the dealers who handle our product, and to the farmers who constitute our great market. It is not saying too much to claim for the tractor manufacturers the very first place in the business of deflation. The whole agricultural implement industry has a record in this regard which can be mentioned with pride, but the power farming equipment industry stands at the head of the class, as is shown by the report of the Joint Commission of Agricultural Inquiry of the sixty-seventh Congress of the United States. In its report on the subject of Agricultural Implements this commission makes the following statement with reference to prices of agricultural implements from 1913 to 1921 inclusive.

"From this it will be noted that the peak reached in prices of agricultural implements over 1913 or 1914 was 75 per cent., whereas the wholesale prices of all commodities reached a peak of 172 per cent. From investigations made by this commission it was also found that the present factory prices of agricultural implements, if power equipment and twine are included, when compared

with the prices of 1914, show an increase of 41 per cent. over the 1914 prices; if power equipment and twine were included in the computation, the increase of prices over those of 1914 would be less than 20 per cent., while the present prices of all commodities when compared with the prices of 1914 show an increase of 52 per cent."

If, therefore, the inclusion of power farming equipment is potent enough to reduce the price basis of the whole industry from 41 per cent. to less than 20 per cent., then it is obvious that the prices of power farming equipment have, by the finding of this commission, long ago reached rock bottom.

We have passed through the worst two years' depression ever known in the business history of the country. 1922 was a little better than 1921, and 1923 gives promise of even greater improvement. Farm prices and commodity prices have been out of joint, but while commodity prices are again going up, it is heartening to observe that the prices of farm products are going up also, and in a degree greater than we suspect.

I have here a list of comparative prices of farm commodities as at 14th November, 1921 and 14th November, 1922. The prices are cash, and the percentage of increase in value follows the commodity in question:

Advance in Values

Fat hogs, 22.4%; beef steers, 37.2%; fat lambs, 61.9%; fat sheep, 79.5%; wool, 60%; butter 9.2%; cheese, 20.9%; wheat, No. 2 hard, 7.1%; corn No. 2 mixed, 49.2%; oats, No. 2 white, 26.2%; rye, 12.6%; barley, 21.7%.

Percentages of advance are also evident in kaffir, flax, cotton, beans, hides and sugar.

When read into the seven principal crops of the United States, the gains for 1922 crop over that of 1921 reach the stupendous sum of \$1,592,806,392. It cannot be possible that such an enormous increase in the buying power of the farmer will fail to be reflected

in the tractor and threshing industry in 1923.

Our farm prices, in a great degree depend upon the European demand, and eliminating Russia, the human population of Europe for the decade ending 1921, as compared with the decade end-

EXCURSION FARES

TO

EASTERN CANADA

ON SALE

Dec. 1, 1922 to Jan. 5, 1923

RETURN LIMIT

THREE MONTHS

Tickets Good in Standard or Tourist Sleepers on Payment Berth Charge.

STOPOVERS WITHIN LIMIT.

VANCOUVER VICTORIA

NEW WESTMINSTER

ON SALE

Dec. 5, 7, 12, 14, 19, 21, 26, 28, 1922.

Jan. 2, 4, 9, 11, 16, 18, 23, 25, 1923.

Feb. 6, 8, 1923.

RETURN LIMIT

APRIL 15, 1923

STOPOVERS WITHIN LIMIT

TWO TRAINS DAILY**OLD COUNTRY FOR CHRISTMAS**

EXCURSION TICKETS TO ATLANTIC PORTS IN CONNECTION WITH STEAMSHIP TICKETS ON SALE DEC. 1, 1922 TO JAN. 5, 1923. RETURN

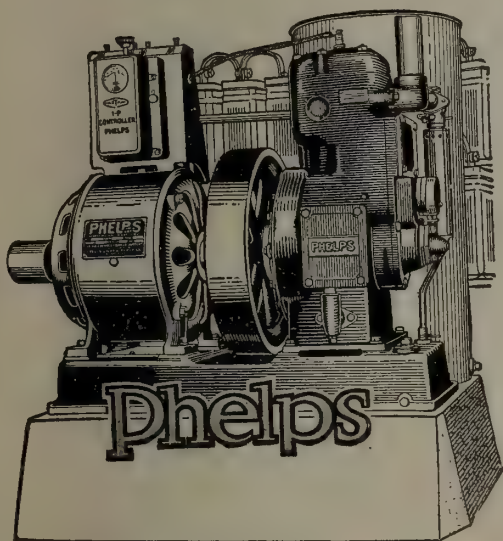
LIMIT THREE MONTHS

ST. JOHN

HALIFAX

PORTLAND

FOR INFORMATION ASK THE AGENT

CANADIAN PACIFIC**Lister Farm Engines**

2, 3, 5, 7 and 9 H. P.

Real British engine quality. Reliable and economical. Unsurpassed in materials and workmanship. High-tension ignition—no batteries. Automatic lubrication. Shipped complete with skids. They sell on their reputation for real service at low cost

THE ONE-HORSE PUMPING ENGINE
Retail Price..... **\$59.00**

Air-cooled, Four-cycle, 3x3 Complete; Skid-mounted. Weighs 155 lbs. Dependable and economical. Ideal for pumping, operating Cream Separators, etc.

Lister Money-Makers for 1923 Business

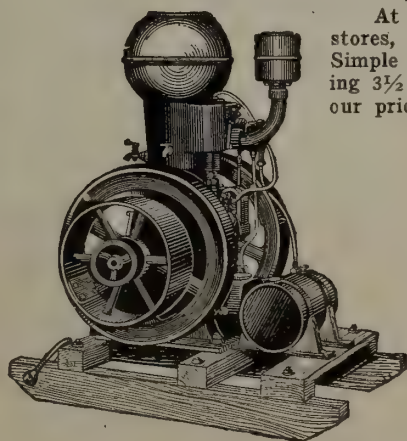
We can show you hundreds of enquiries from farmers for our Light Plants, Engines, Grinders and Cream Separators. Turn this interest into dollars. Get the Lister Contract for 1923. It will put new life in your business. We distribute:

"Lister" and "Canuck" gasoline and kerosene Engines, Grinders and Crushers, Electric Light Plants, "Melotte" and "Lister-Premier" Cream Separators, Milking Machines, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, etc.

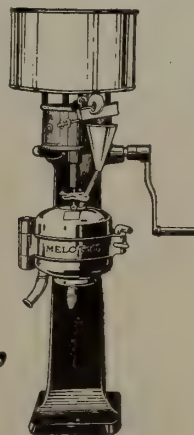
Lister-Phelps Power and Light Plants

Guaranteed Capacity: 50 and 75 Lights Without Battery

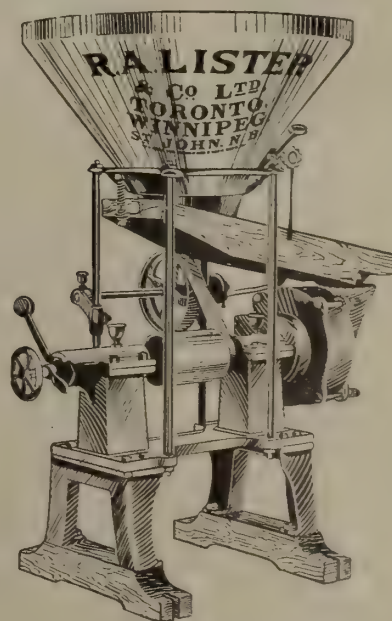
At new, low prices the biggest plant value on the market. In demand for stores, halls, schools, churches, etc. Simple—easily operated and installed. Simple control box. One lever starts and stops, cutting out battery and delivering 3½ h. p. to power pulley. Operate on gasoline, kerosene or distillate. Get our prices.

**THE FAMOUS "MELOTTE" Cream Separators**

12 Sizes:—280 to 1300 lbs. Capacity. Equipped with the original self-balancing bowl they skim closer than any other separator. In design, quality and materials, finish and value, it is Canada's foremost Separator. A real investment for the farmer. Get our attractive 1923 prices.

**Lister Feed Grinders**

Five sizes, 6 to 12 inch plates. Guaranteed to grind more feed on the same power than any grinder of same size. Strong reversible plates; worm force feed. Sold with or without base



We wish Lister Dealers a Very Merry Xmas and Prosperous New Year

R. A. LISTER & CO. (Canada) LTD.
WINNIPEG, MAN. - - - TORONTO, ONT.

ing 1911, in spite of all war losses, shows a loss of only one half of one per cent.

Live stock, both meat and draft animals, have decreased in Europe from 10 to 40%; areas devoted to food products have all decreased. It must be borne in mind that so called Western Europe cannot increase its production. Years ago these countries reached the maximum of their ability to produce food. For nearly a century their production has been the maximum per acre plan. The production in this country, as well as in Eastern Europe, Balkans and Russia, has always been the maximum per man plan. In those countries in Eastern Europe, and even including Poland, where prior to the war the land was held in great estates, it is now held in small parcels by peasants and small farmers who are unable to finance the necessary machinery and equipment to make the land produce as much as it did under the old regime.

The American farmer had no right to expect, and did not expect to see war prices for grain and farm products continue, but he did have the right to expect a better balancing of relations between farm prices and the prices of all other commodities. This balancing has been slow coming about, but it is even now on the way, and the present tendency seems to indicate that the balance is going to be secured by a very considerable improvement in the price of the things the farmer has to sell.

In commenting upon the necessity for change in immigration law in the United States, so as to replace the shortage of labor, Mr. Mount said:

"I not only believe in more people in this country, but more things, more commodities of every kind. More citizens means more demands; more demands means more things out of life, a higher plane of living, more food to eat, more clothes to wear, more pleasures, more automobiles, if you please,

and all this will mean more tractors; more and better farming machinery, for it means more production to meet these demands. These are the things which always distinguish civilization from barbarism, modern business from primitive barter.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelop. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

E. S., Alta.—The only manufacturer we know who is still making one horse tread mills is Matthew Moody & Sons, Co., Terrebonne, Que. They can give you details and prices, as their mills are not handled in the West.

W. J., Man.—Parts for the "Winona" wagon can only be had from the manufacturers, the Winona Wagon Co., Winona, Minn.

T. McK., Alta.—The feed grinder called the "Monarch" is manufactured by the Smalley Manufacturing Company, at Manitowoc, Wis. You can only get parts direct from the factory.

U. E. and T., Alta.—The 12-inch grain grinder with parts numbered R52, 03, etc. is a "Toronto" grinder manufactured by the Ontario Wind Engine & Pump Co., Toronto. You can get the repairs from the office of the company in Calgary.

J. C. S., Alta.—There are not many power post hole diggers being made. The Gus Pech Manufacturing Co., Le

Mars, Iowa, make an automatic post hole auger. The Ohio Cultivator Co., Bellevue, Ohio, manufacture the "Cyclone" post hole auger, to be operated by a horse power.

M. W., Man.—The Milburn wagon is not being handled in Western Canada. You can get the parts required from the makers, the Milburn Wagon Co., Toledo, Ohio.

M. Bros., Sask.—The pitless type of wagon scale is not now being made to any extent. The Canadian Fairbanks Morse Co., Saskatoon, may be able to get some for you. The Moline Plow Co., Moline, Ill., also make a scale of this type. Other firms who make this scale are:—Gray-Campbell Ltd., Moose Jaw; and the Renfrew Scale Co., Renfrew, Ont.

A. & C., Sask.—There are no jobbers handling the carriages and sleighs of the Dominion Carriage Co. in Western Canada. Write the company direct to Montreal, Que.

M. S., Man.—Requires repairs for a grinder with marks K202, K203, etc. Believes that the grinder was called the "Blue Jay." This machine may be one made by the New Winona Manufacturing Co., Winona, Minn., or by Parlin & Orendorff. Can any reader place it?

T. A., Sask.—In reference to your enquiry regarding parts for the "Admiral" hay press. This machine is distributed in the Canadian West by the Cockshutt Plow Co. You can get parts from their nearest branch.

H. B., Sask.—The "Sunbeam Oak" heater, No. 13, is handled by the McClary Manufacturing Co., Winnipeg. You can get a new grate from them. The "Regal" range was handled by the late Judson Co., but there are more than one range of this name. Ask your customer for the numbers near the smoke outlet so that we may identify the specific type.

A. & R., Sask.—Wheel boxings D06 are for a Cockshutt Jewel plow, and can be had from the nearest branch of the company.

G. P. V., Alta.—Subscriber requires an ignitor for a one-horse engine, maker unknown. The ignitor is numbered JD93. Can any reader identify this make of engine?

S. B., Man.—Requires parts for a "Jewel" cream separator. Cannot locate manufacturer. Does any reader know this machine?

J. W., Man.—Aylmer pump parts can be procured from the manufacturers, the Aylmer Pump & Scale Co., Aylmer, Ont. No parts can be had for a Paris Scotch clipper plow. The line is now obsolete.

W. R. L., Sask.—Parts for the McDougall pump can only be had from the manufacturer, R. McDougall & Co., Ltd., Galt, Ont.

T. & H., B.C.—The New Moline Plow Co., Spokane, Wash., have a plow with a 6-inch cast share marked "3." This may be the plow for which you require part.

C. C., Man.—The "Ohio" feed cutter is manufactured by the Silver Manufacturing Co., Salem, Ohio. For parts write the factory direct, as no repairs are carried in Canada.

J. V. F., Sask.—The "Olds" No. 1, type A, 1½ h.p. engine was made originally by the Seager Engine Works, Lansing, Mich. Both the Massey-Harris Co., Winnipeg, and the Advance-Rumely Co., Winnipeg, have a limited stock of parts. If they cannot supply the repairs required write the Reliance Engine Co., Lansing, Mich.

S. K., Sask.—The McKinnon farm wagon was made by the F. McKinnon Co., at Grand Rapids, Wis. No parts are procurable in Canada. Write the factory direct.

A. K., Sask.—Messrs Colthorp & Scott, Medicine Hat, Alta., manufacture an oil stubble burner, and can give you particulars as to prices, etc.

J. N. B., Sask.—The Bradley gang plow is not handled in Canada. The line is now controlled by the Sears-Roebuck Company, Chicago, Ill. Write them direct for any parts you require.

H. B. H. & Son, Sask.—The "Empire" cream separator is distributed in the Canadian West by the Robinson-Alamo Co., Ltd., Winnipeg. We have turned your order over to them.

J. D. T., Sask.—Disc harrow boxing B718 is for a Moline harrow. You can get parts from the John Watson Manufacturing Co., 311 Chambers St., Winnipeg.

F. R. S., Alta.—You can get parts for Galloway farm engine from the Galloway Co., 1650 Portage Ave., Winnipeg, Man.

C. D. G., Sask.—The "Capital" cream separator is distributed by the National Manufacturing Co., Regina, Sask. They can supply parts.

J. R. & Co., Sask.—Quart containers for cream separator oil, in either square or round patterns, can be had from the Sheet Metal Products Co., 111 Lombard St., Winnipeg. The price will average about \$14.85 per hundred.

A. S. & Son, Man.—Sand caps 3259 and 3260, wheel boxing 3239 and share ADHL, are all for a plow manufactured by the J. I. Case Plow Works, Racine, Wis. For parts write the Minneapolis branch of the company, addressing at 622 3rd Street, Minneapolis.

J. S., Man.—The Morrison plow is made by the Fort Madison Plow Co., Fort Madison, Wis. Shares can be had from D. Ackland & Son, Ltd., Winnipeg.

P. L. McN., Sask.—Subscriber requires parts for a feed grinder with casting U264 as plate holders, and part underneath numbers 585. Plates have no number. Can any reader identify the make of this grinder?

C. W. L., Sask.—The Hinman milking machine is manufactured by the Hinman Milking Machine Co., Oneida, N.Y. It is distributed in Canada by H. F. Bailey & Son, Galt, Ont., from whom you can get parts.

C. P. Co., Man.—Parts for the "Talk" engine can be had from the Advance-Rumely Thresher Co. Ice plows are handled by the J. H. Ashdown Hardware Co., Winnipeg and Saskatoon.

E. & R., Man.—Plates for a Martin feed grinder can be had from the Regina branch of the Ontario Wind Engine & Pump Co.

C. J., Man.—Stump pullers are manufactured by the Kirstin Canadian Co., Sault Ste. Marie, Ont., and by the Tudhope Anderson Co., Orillia, Ont.

C. W., Sask.—The "Climax" ensilage cutter is manufactured by the Climax Corp., Batavia, N.Y. You will have to write factory direct for parts.

A. H., Sask.—Feed grinder with leg K227 and plates R 18 is a "Diamond" manufactured by the New Winona Manufacturing Co., Winona, Minn.

H. C. K., Alta.—Disc harrow part S100 is a doubletree support for a harrow formerly made by the Stoddard Manufacturing Co. Company is now out of business and no parts can be had.

Power Equipment Manufacturers Optimistic

The annual meeting of the Tractor and Thresher Department of the U. S. National Association of Farm Equipment Manufacturers was held in Chicago, Nov. 16-17. The manufacturers were optimistic as regards 1923 business, in view of the improvement in prices for farm products and deflation in machinery prices. The officers elected were:

Chairman, Finley P. Mount, Advance-Rumely Thresher Co., (re-elected).

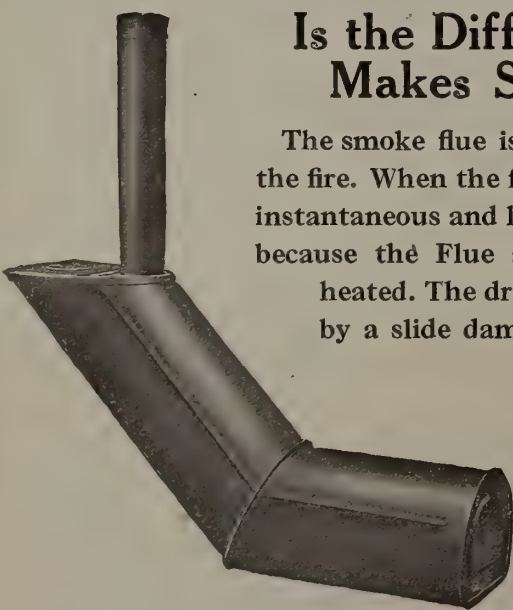
Vice-chairman, Geo. Bathrick, Nichols & Shepard Co.

Secretary-treasurer, E. C. Merwin, Russell & Co., (re-elected).

WINTER WEATHER MEANS TANK HEATERS RETURN FLUE

Is the Difference that
Makes Sales Easy

The smoke flue is located directly over the fire. When the fire is kindled a strong instantaneous and lasting draft is created because the flue above is immediately heated. The draft is easily controlled by a slide damper in the fuel door.



Burns Wood,
Coal or
Straw.

A Good Profit Producer for Dealers

Write Today for Full Particulars

Western Steel Products Limited

WINNIPEG
Man.

REGINA
Sask.

CALGARY
Alta.

EDMONTON
Alta.

How is Trade with You?



Dutchland Aaggie Tidy Prince 2nd., by Dutchland Aaggie Tidy Prince, the champion Holstein bull at the National Dairy Show. He is a bull of wonderful dairy type and temperament. He heads the herd of J. B. Irwin, Minneapolis, Minn.



Aaggie Sylvia, the grand champion Holstein female at the National Dairy Show. She is a Canadian cow, shown by McGhee Bros., of Beechville, Ontario. It is the first time that a Holstein grand championship at this famous show has come to Canada.



Howies King of Hearts was easily the grand champion Ayrshire bull at the National Dairy Show. He had scale and beautiful lines. He was owned and shown by Seitz & Sons, Waukesha, Wis.



Ferns Wexford Noble, the grand champion Jersey bull at the National Dairy Show. He is owned by Twin Oaks Farm, Morristown, N.J. With his straight lines, his lean thighs, his sharp, wedge shoulder, his dairy temperament, he is considered the acme of perfection in the Jersey cattle world.

THIS question was asked of one dealer by another when they met in Winnipeg recently and the reply "The best that I know how to make it," indicated a spirit that will "never say die" and will never need to say it.

At a time when business was "just one thing after another" this man worked, planned and contrived until he had reduced his costs, increased his sales and widened his trade connection to the point where he was making a little money. Not much, it was true, but some, and in addition he was on a sound basis.

How did he do it? Just as dozens of other good dealers have done it. First, by carefully compiling a list of farmer prospects who were able to pay for their needs and those improvements that would prove immediately profitable. Second, by pushing advertised goods that these farmers knew in store displays and local advertising. Third, by going out after customers that did not come into the store and selling the larger articles, directing trade to the store for the smaller ones.

Asked if he thought that goods advertised in the Nor'-West Farmer sold more readily than others he replied; "I am afraid that I am a little prejudiced in favor of your paper. You see, our folks have lived out here since back in the eighties and we've always taken The Nor'-West Farmer and it would be natural to say "yes." But looking at it from my own experience I would say "yes" again. A lot of good farmers out our way take it and there is no doubt about it, other things being equal, that it pays to give first choice to goods advertised in it."

Business with him is "the best that I can make it" and the advertisements in each issue of the Nor'-West Farmer are helping him to improve it.

**The Nor'-West
Farmer**
The Pioneer
Farm Journal of
Western Canada
WINNIPEG

Dairymen and live-stock men are good farmers. They read The Nor'-West Farmer, the leading dairy and live-stock journal of the West, carrying more live-stock advertising than all its competitors combined—see the Christmas Issue. These good farmers are the dealer's best prospects.

GD



1837

Trade Mark
Registered

GRAND DETOUR

**TRACTOR
PLOWS**

How Is Your Stock of Grand Detours?

IT'S time now to carefully figure on the number of Grand Detour Plows you will need in the spring. Our salesman will call soon to help you.

Dealers often lose sales simply because they are not properly stocked with Grand Detours. As one dealer puts it—"The only time I fail to sell a Grand Detour

is when I've carelessly neglected my stock and haven't the right Grand Detour on hand for immediate delivery."

Grand Detour is the plow that has won the staunch loyalty of thousands of farmers—not merely for one year—not merely for five years—but for eighty-five years, generation to generation.

NOTICE

We want the public to know that our plows are not the Case Plows made by the J. I. Case Plow Works Co.

Grand Detour Tractor Plows and Repairs are sold and carried in stock by

J. I. CASE THRESHING MACHINE CO., Inc., Racine, Wis.
and all branches

ADVANCE-RUMELY THRESHER CO., Inc., La Porte, Ind.
and all branches

AVERY CO., Peoria, Ill.
and all branches

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